

# Professionals Achieving Consumer Trust



**November 18-21, 2008**  
The Westin Los Angeles Airport

**Arnold Schwarzenegger, Governor**

State of California

[www.gov.ca.gov](http://www.gov.ca.gov)

**Rosario Marín, Secretary**

State and Consumer Services Agency

[www.scsa.ca.gov](http://www.scsa.ca.gov)

**Carrie Lopez, Director**

Department of Consumer Affairs

[www.dca.ca.gov](http://www.dca.ca.gov)

**Rigoberto Reyes, President**

California Consumer Affairs Association

[www.ccaa-net.org](http://www.ccaa-net.org)



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# Message from the Governor



*Greetings to all those gathered for this fantastic conference.*

I applaud each participant here today for their commitment to protecting California's consumers. Ensuring our State is consumer-friendly is a priority of mine, and the action and initiative all of you are taking toward this goal is commendable. By working together to address workforce demands, improve availability to information, and define the value of a California license, we will be able to create an environment in which consumers and licensed professionals have access to the best service and knowledge.

My thanks go to the Department of Consumer Affairs and the California Consumer Affairs Association for putting together such a fantastic meeting. I have no doubt that the information and dialogue shared at this conference will help to stimulate real progress toward further collaboration in this field across our Golden State.

On behalf of all Californians, I extend my best wishes for a productive meeting and every future success.

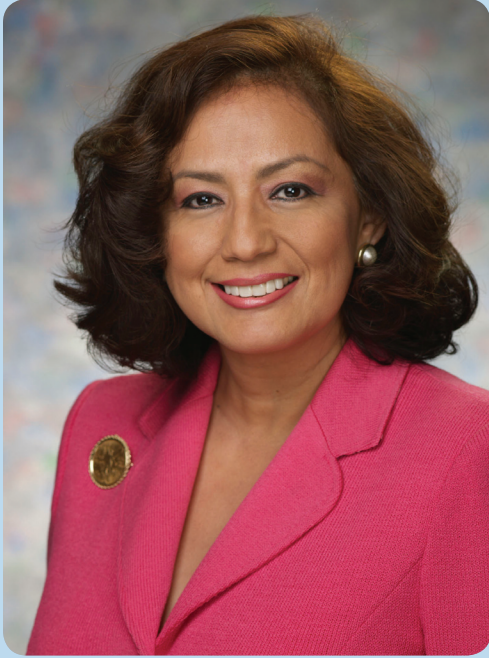
Sincerely,

A handwritten signature in black ink, reading "Arnold Schwarzenegger". The signature is stylized with a large, flowing "A" and a long, sweeping underline.

Arnold Schwarzenegger  
*Governor of California*



# Message from the Secretary



It is my distinct pleasure to welcome all of you to the inaugural Professionals Achieving Consumer Trust Summit.

Following the Governor's commitment to comprehensive consumer protection, the Department of Consumer Affairs and the California Consumer Affairs Association have partnered to bring you together so that best practices and valuable knowledge can be shared.

For the first time ever in one location, you will have the opportunity to meet and exchange ideas not only among California's many Board, Bureau and Commission members, but also consumer advocates, law enforcement, and stakeholders. This year's Summit will not only provide access to networking and training, the Summit will also increase communication and transparency in State government.

Building partnerships is one of the best ways to streamline operations and improve services to the public. I am certain that this Summit will prove to be highly productive and will open up new communication pathways, leading to enhanced consumer protections.

My gratitude goes to the many individuals whose hard work made this historic event possible. Thank you for attending.

Sincerely,

A stylized, handwritten signature in black ink, appearing to read 'Rosario Marín'.

Rosario Marín  
*Secretary, California State and Consumer Services Agency*

# Message from the Director

Dear Summit Attendees:

I am very pleased to welcome you to the Professionals Achieving Consumer Trust (PACT) Summit, a partnership-in-action effort led by the Department of Consumer Affairs and the California Consumer Affairs Association.

This Summit has been inspired by Governor Arnold Schwarzenegger's undeniable commitment to improving government and serving consumers across our great State.

The PACT Summit will provide us with many opportunities. It will allow DCA's Board and Bureau Advisory Committees to meet under one roof, furthering Governor Schwarzenegger's goal of complete openness and transparency in government.

The Summit also provides opportunities for enhancing the knowledge base of our Board and Bureau Advisory Committee members by offering them training and the means to network and share best practices with one another, and with our stakeholders.

And perhaps most importantly, it will give us all the chance to interact, form partnerships, and begin discussing issues of vital importance to us all, such as the need to ensure a viable workforce of licensed professionals and the value of the California license.

Our goals for the Summit are ambitious. I am very excited not only by the Summit, but what I expect will be fruitful, long-term partnerships to protect California's consumers.

Sincerely,



Carrie Lopez, Director  
*California Department of Consumer Affairs*



# NOTES

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# Summit Information

## SUMMIT HOURS

### Monday, November 17, 2008

Early Check-in..... 3:00 p.m. – 7:00 p.m.

### Tuesday, November 18, 2008

DCA Public Regulatory Business Meetings..... 9:00 a.m. – 5:00 p.m.

### Wednesday, November 19, 2008

Registration ..... 7:00 a.m. – 8:00 a.m.

Panel Discussions and Training Workshops ..... 8:00 a.m. – 5:00 p.m.

### Thursday, November 20, 2008

DCA Public Regulatory Business Meetings ..... 8:00 a.m. – 5:00 p.m.

California Consumer Affairs Association Training ..... 8:00 a.m. – 5:30 p.m.

### Friday, November 21, 2008

DCA Public Regulatory Business Meetings ..... 8:00 a.m. – 5:00 p.m.

Small Claims Court Advisors Association Training ..... 8:30 a.m. – 4:30 p.m.

## EXPOSITION HOURS | Concourse Ballroom

Tuesday, November 18, 2008..... 8:00 a.m. - 6:00 p.m.

Wednesday, November 19, 2008..... 7:00 a.m. - 6:00 p.m.

Thursday, November 20, 2008..... 8:00 a.m. - 5:00 p.m.

### Additional Information

For information or assistance, please go to the registration booth on the first floor or the information booths on the second and third floors.

# Summit Information (continued)

## HOTEL INFORMATION

The Westin Los Angeles Airport  
5400 West Century Boulevard  
Los Angeles, California 90045  
Phone: (310) 216-5858

## PARKING

Special Group Parking Rates  
Self \$17  
Valet \$26

## FEATURES & AMENITIES

- This is a smoke-free hotel. Breathe Westin™
- Golf Course Nearby
- Free Airport Transportation (Limited)
- Secretarial Service
- Car Rental Service
- Wake-up Service Available
- High Speed Internet Access in All Meeting/Event Facilities (Charge)
- Express Check-Out
- Copy/Printing Service
- Laundry Service
- Bellstand/Porters
- Tour Service
- Doorman
- 24-Hour Room Service

### WESTIN LAX DINING

#### Lobby Court

Atmosphere: Live Entertainment  
Eating context: Casual  
Hours: 11:00 a.m. - 1:00 a.m.

#### Starbucks Coffee Bar

Cuisine: Snacks

#### Charisma

Cuisine: Continental  
Atmosphere: A la Carte/Bufferet  
Hours: 6:00 a.m. - 11:00 p.m.

### LOCAL AREA DINING

#### Subway

5300 West Century Blvd. #100  
Los Angeles, CA  
(310) 670-2797  
(0.12-Miles Away)

#### Denny's

5545 West Century Blvd.  
Los Angeles, CA  
(310) 410-1712  
(0.18-Miles Away)

#### LAX Internet Café and Restaurant

5250 West Century Blvd. #100  
Los Angeles, CA  
(310) 642-6999  
(0.19-Miles Away)

#### McDonald's

5223 West Century Blvd.  
Los Angeles, CA  
(310) 410-1707  
(0.23-Miles Away)

#### Carl's Jr.

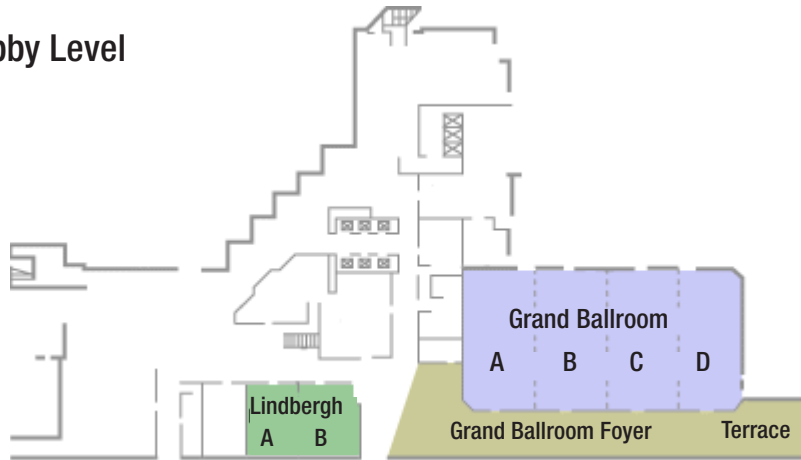
5625 West Century Blvd.  
Los Angeles, CA  
(310) 216-9306  
(0.25-Miles Away)

#### Trimana Restaurant

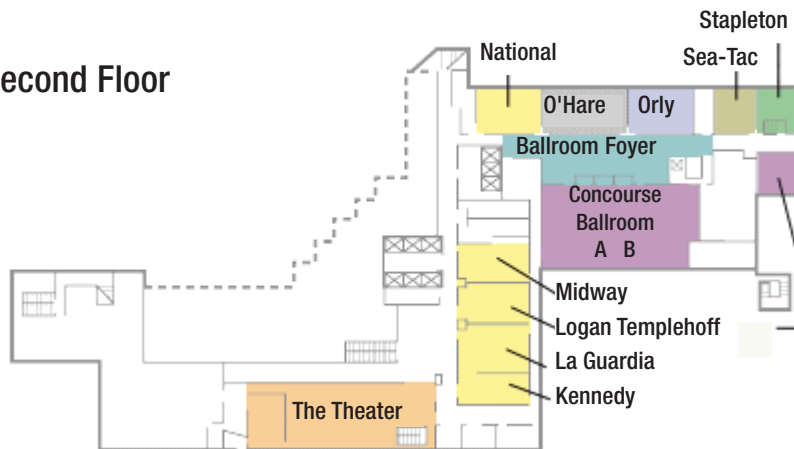
5200 West Century Blvd.  
Los Angeles, CA  
(310) 216-0011  
(0.26-Miles Away)

# Hotel Map

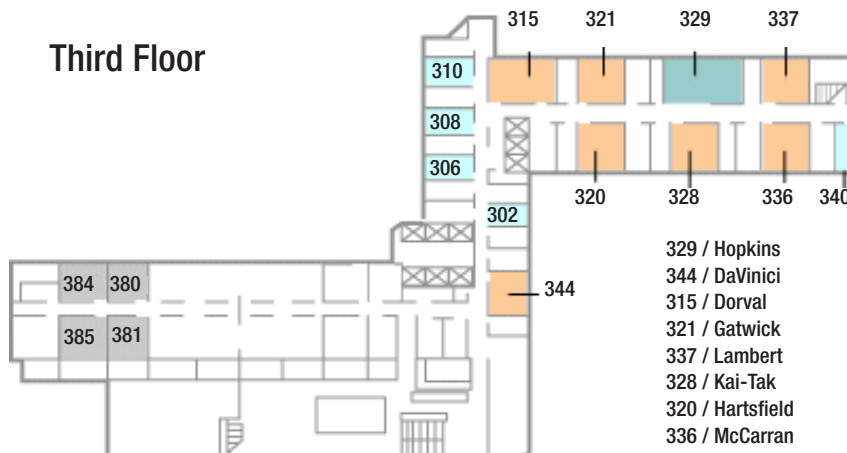
## Lobby Level



## Second Floor

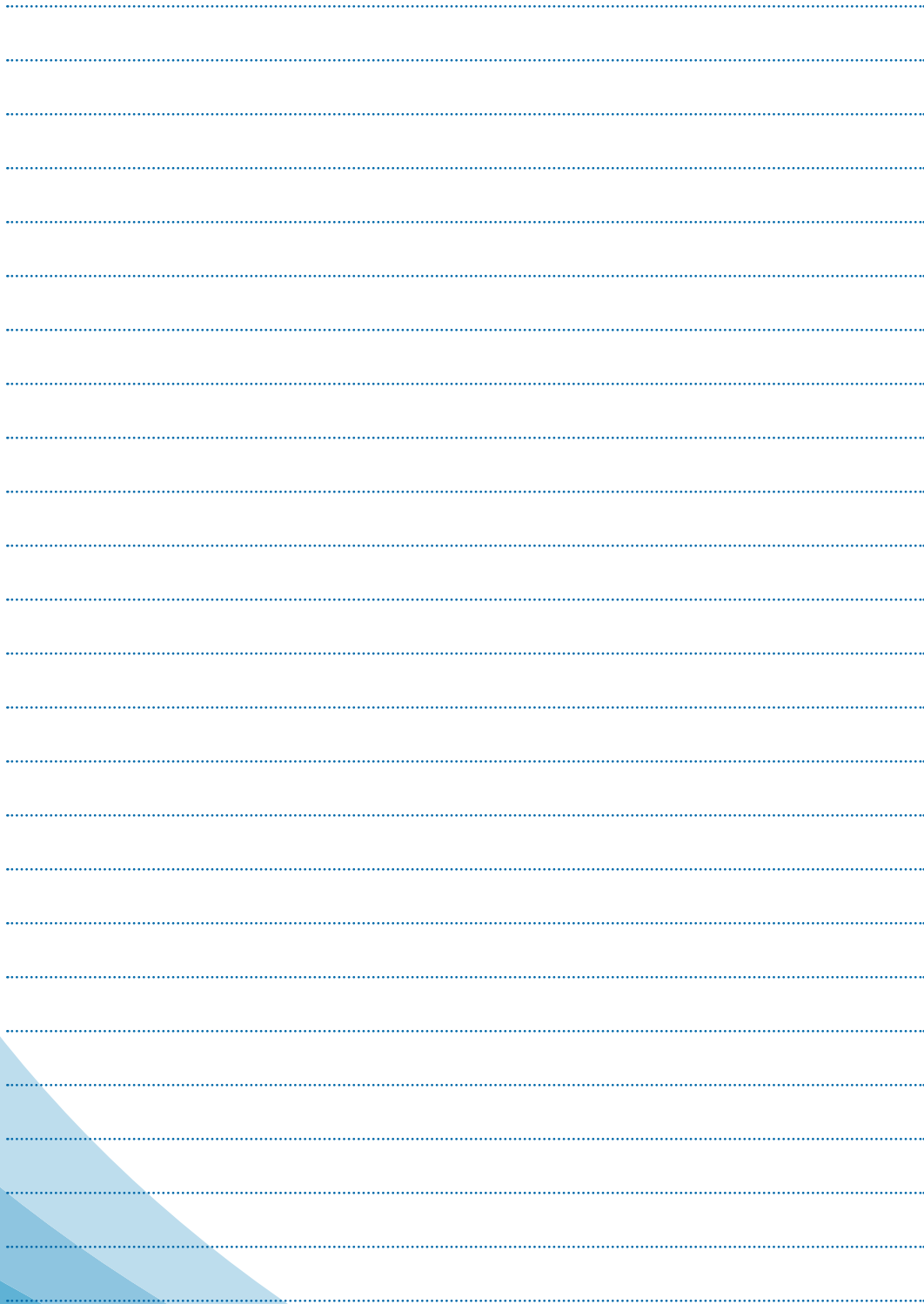


## Third Floor





# NOTES



A series of horizontal dotted lines for taking notes, set against a background with a blue and green gradient and a light blue wave-like pattern on the left side.



# Schedule of Events at a Glance

## Professionals Achieving Consumer Trust Summit Agenda

### Sunday, November 16, 2008

11:00 a.m. Naturopathic Medicine, Bureau of  
*National Room*

### Monday, November 17, 2008

3:00 p.m. – Registration and Hotel Check-In  
7:00 p.m. *Grand Ballroom Foyer*

### Tuesday, November 18, 2008

8:00 a.m. Exposition and Registration  
*Grand Ballroom Foyer*

9:00 a.m. DCA Public Regulatory  
Business Meetings

California Architects Board  
(Starts at 2:00 p.m.)  
*Orly Room*

Athletic Commission  
*Room 329*

Automotive Repair, Bureau of  
*Lindbergh A*

Barbering and Cosmetology, Bureau of  
*O'Hare Room*

Behavioral Sciences, Board of  
*Logan Room*

Cemetery and Funeral Bureau  
*Room 336*

Professional Fiduciaries Bureau  
*Room 320*

### Tuesday, November 18, 2008 (Continued)

9:00 a.m. Guide Dogs for the Blind, State Board of  
*Room 321*

Hearing Aid Dispensers Bureau  
(Starts at 2:00 p.m.)  
*Room 320*

Inspection Maintenance Review  
Committee  
*Midway Room*

Landscape Architects Technical Committee  
*Orly Room*

Physical Therapy Board of California  
*National Room*

Podiatric Medicine, Board of  
*Room 328*

Security and Investigative Services,  
Bureau of  
*Room 344*

Structural Pest Control Board  
*La Guardia Room*

# Schedule of Events at a Glance (continued)

## Wednesday, November 19, 2008

- 7:00 a.m.** Exposition and Registration  
*Grand Ballroom Foyer*
- 8:00 a.m.** Morning Session:  
Value of a California Professional License  
*Grand Ballroom A and B*  
Panel Discussion:  
*Board presidents will share their thoughts on the need for licensed professionals and the challenges they face with unlicensed practitioners.*
- 10:00 a.m.** Break
- 10:15 a.m.** Concurrent Training Workshops  
See pages 30-34 for offerings and locations
- 12:00 p.m.** Lunch Session:  
California's Professional Workforce  
*Grand Ballroom A and B*  
Focused Discussion:  
*Board presidents will discuss the strategies and opportunities for ensuring an adequate supply of licensed professionals in the workforce.*
- 2:00 p.m.** Concurrent Training Workshops  
See pages 35-37 for offerings and locations
- 3:15 p.m.** Break
- 3:30 p.m.** Concurrent Training Workshops  
See pages 38-39 for offerings and locations
- 5:00 p.m.** Signing Ceremony  
*Grand Ballroom A and B*
- 5:30 p.m.** Secretary Rosario Marin's Reception  
*Grand Ballroom A and B*

## Thursday November 20, 2008

- 8:00 a.m.** Exposition and Registration  
*Grand Ballroom Foyer*
- California Consumer Affairs  
Association Training Workshops  
*See page 42 for a complete agenda*  
*The Theater*
- 9:00 a.m.** DCA Public Regulatory Business Meetings
- Accountancy, Board of  
*La Guardia Room*
- Acupuncture Board  
*Orly Room*
- Chiropractic Examiners, Board of  
*Room 336*
- Contractors State License Board  
*O'Hare Room*
- Dental Auxiliaries, Committee on  
*Midway Room*
- Dental Bureau of California  
(Starts at 2:00 p.m.)  
*Midway Room*
- Electronic and Appliance Repair, Bureau of  
*Room 344*
- Engineers and Land Surveyors,  
Board for Professional  
*Logan Room*
- Geologists and Geophysicists, Board for  
*Room 320*
- Home Furnishings and Thermal Insulation,  
Bureau of  
(Starts at 2:00 p.m.)  
*Room 344*

#### Thursday November 20, 2008 *(Continued)*

- 9:00 a.m.** Occupational Therapy, California Board of  
*Room 315*
- Optometry, California Board of  
*Room 321*
- Osteopathic Medical Board of California  
*Room 380*
- Pharmacy, Board of  
*Lindbergh A and B*
- Physician Assistant Committee  
*Room 381*
- Registered Nursing, Board of  
*Grand Ballroom A*
- Respiratory Care Board of California  
*Room 328*
- Speech-Language Pathology and  
Audiology Bureau  
*Room 337*
- Veterinary Medical Board  
*Room 385*
- Vocational Nursing and Psychiatric  
Technicians, Bureau of  
*Grand Ballroom BC*
- 12:00 p.m.** Lunch Session:  
Surviving and Thriving in Today's  
Media Maze  
*Grand Ballroom D*
- 2:00 p.m.** DCA Public Regulatory Business Meetings  
and California Consumer Affairs  
Association Training Reconvenes

#### Friday, November 21, 2008

- 8:00 a.m.** Small Claims Advisors Association Training  
*Room 329*
- 8:30 a.m.** DCA Public Regulatory Business  
Meetings Reconvene
- Accountancy, Board of  
*La Guardia Room*
- Dental Bureau of California  
*Midway Room*
- Psychology, Board of  
*Kennedy Room*
- Registered Nursing, Board of  
*Logan Room*
- Vocational Nursing and Psychiatric  
Technicians, Bureau of  
*The Theater*

#### Saturday, November 22, 2008

- 8:30 a.m.** DCA Public Regulatory Business Meetings
- Psychology, Board of  
*Kennedy Room*

# NOTES

This image shows a full page of a notebook or worksheet. It has a white background with horizontal blue dashed lines spaced evenly down the page. In the bottom-left corner, there is a decorative graphic consisting of overlapping light blue triangles and shapes, creating a modern, abstract look. The rest of the page is empty, ready for writing.

# Summit Agenda with Descriptions

## Sunday, November 16, 2008

11:00 a.m.

**Bureau of Naturopathic Medicine**  
*National Room*

The Bureau's Advisory Council will discuss complaints and the enforcement program for disciplinary actions against licensed naturopathic doctors and unlicensed practitioners who violate the Naturopathic Doctors Act.

## Monday, November 17, 2008

3:00 p.m. – 7:00 p.m.

**Registration and Hotel Check-In**  
*Grand Ballroom Foyer*

## Tuesday, November 18, 2008

9:00 a.m.

**DCA Public Regulatory Business Meetings**

# Summit Agenda with Descriptions

**Tuesday, November 18, 2008**

**9:00 a.m.**

**Architects Board, California (Starts at 2:00 p.m.)**

**Orly Room**

The Board will discuss SB 1608 which would require mandatory continuing education of architects on disabled access provisions, as well as a number of other provisions designed to reform the civil justice process relating to disabled access.

**Athletic Commission**

**Room 329**

The Commission will discuss appeals of suspensions and fines, a request to set a regulatory hearing for proposed adoption or amendment of rules, and other matters.

**Automotive Repair, Bureau of**

**Lindbergh A**

The Bureau will discuss its partnership with the Department of Toxic Substances Control in the Green Station Recognition Program. This program recognizes The Bureau's registered repair facilities for doing their part to reduce and better control the hazardous materials they generate.

**Barbering and Cosmetology, Bureau of**

**O'Hare Room**

The Bureau will discuss proposed regulations to further define its authority to approve schools.

**Behavioral Sciences, Board of**

**Logan Room**

The Board will discuss a legislative proposal to require fingerprints for licensees who were licensed before fingerprints were required. Other topics will include: implementing regulations to require continuing education for Licensed Educational Psychologists.

**Cemetery and Funeral Bureau**

**Room 336**

The Bureau will discuss possible legislation to use a national examination for embalmers and to administer only an examination on California's laws and regulations applicable to the practice of embalming.

**Professional Fiduciaries Bureau**

**Room 320**

The Bureau will be holding a public hearing on proposed regulations to establish its enforcement program and to specify licensee reporting obligations.

**Tuesday, November 18, 2008**

**9:00 a.m.**

**Guide Dogs for the Blind, State Board of  
Room 321**

The Board will celebrate Guide Dog Day 2008. This program will consist of a mix of panel discussions and presentations from consumer organizations, guide dog schools, and assistance dog groups.

**Hearing Aid Dispensers Bureau (Starts at 2:00 p.m.)  
Room 320**

The Bureau's Advisory Committee will discuss a proposed change in statute that would require all hearing aid dispensing offices to be registered and to be accountable to the laws and regulations covering licensed hearing aid dispensers. The Bureau will hold an informational hearing on the Song-Beverly Consumer Warranty Act (Act) as it relates to consumer refunds on hearing aids and the need to provide clarity for licensees and consumers.

**Inspection Maintenance Review Committee  
Midway Room**

The Committee will review their final report before submission to the Governor and Legislature.

**Landscape Architects Technical Committee  
Orly Room**

The Committee will identify communication issues between landscape architect licensees and university landscape architect program educators and develop an action plan.

**Physical Therapy Board of California  
National Room**

The Board will pursue the use of assistive personnel in the practice of physical therapy and the effects on California consumers.

**Podiatric Medicine, Board of  
Room 328**

The Board will discuss presentations by Professor Michael B. Nichol of the University of Southern California and Professor Michael I. Meyerson of the University of Baltimore School of Law, on licensing agency effectiveness and governmental checks and balances.

# Summit Agenda with Descriptions

**Tuesday, November 18, 2008**

**9:00 a.m.**

**Security and Investigative Services, Bureau of  
*Room 344***

The Bureau will hold the regulatory hearing for the Proprietary Private Security Officer's Training Course. The Bureau's Advisory Committee will discuss issues of interest to the eight industries licensed and regulated by BSIS. Industry members who are on the Advisory Committee will be asked to give the Bureau an overview of any legislation that they may be proposing in the upcoming year.

**Structural Pest Control Board  
*La Guardia Room***

The Board will discuss whether licensees are permitted during a structural inspection to make test holes in the structure to ascertain whether there is a reportable condition, or whether this practice requires issuance of an inspection report prior to making the test holes, and the issuance of a completion notice after test holes have been repaired.

**12:00 p.m.**

**Lunch Session:  
Surviving and Thriving in Today's Media Maze  
*Grand Ballroom D***

The media presence in our everyday lives is undeniable. Just turn the TV on, pick up a newspaper, listen to the radio or go online. Reporters cover everything under the sun and what government does or doesn't do is always of particular interest. Everyone can be approached by the media, but not everyone can be a good spokesperson. If you're ill-prepared to give an interview or if the wrong person is chosen to represent a viewpoint, the ensuing coverage can have a damaging impact, bringing your entity's credibility into question. Today's luncheon session features one of the most seasoned media experts in the field and he will share information that will help you navigate today's media maze. Dan Schnur is the Director of the Jesse M. Unruh Institute of Politics at the University of Southern California. Schnur has played a role as one of the State's leading political and media strategists. His work has impacted the private, public, and academic sectors. He has also served as an advisor to a number of foundations, including the William and Melinda Gates Foundation and the James Irvine Foundation.

**2:00 p.m.**

**DCA Public Regulatory Business Meetings Reconvene**



Wednesday, November 19, 2008

8:00 a.m.

*Grand Ballroom A and B*

**Mistress of Ceremonies**

Christina Sanchez Camino  
Director of Public Affairs  
Univision KMEX TV

**Morning Address**

Tom Papageorge  
Head Deputy District Attorney  
Consumer Protection Division  
Los Angeles County District Attorney's Office

**Focused Discussion: Value of a California Professional License**

Professional licenses issued by regulatory programs within the Department of Consumer Affairs (Department) have a high value to the State of California. These licenses have a value to the consumers who they are intended to protect and to the professionals who hold them.

**Value to Consumers**

The most obvious value of a professional license comes from the protection it provides to consumers. Professional licenses ensure to consumers that licensees are held accountable for their actions or inactions. The Department's licensing programs not only ensure that licensees are at least minimally competent, but act as specialized law enforcement agencies, monitoring licensees and responding to complaints from consumers.

**Value to Licensees**

In addition to the benefits that licensure provides to consumers, it benefits the persons who hold the licenses as well. Licensing requirements create a level playing field for professionals and create a mechanism for enforcing it. All licensees must meet the same standards, and those who do not or who seek to take advantage of consumers will be prosecuted.

**Facilitator:** Keren Stashower, Organization Development Consultant,  
The Centre for Organizational Effectiveness

**Presenter:** Lynne Doll, President, The Rogers Group

10:00 a.m.

Break

10:15 a.m. | Breakout Sessions

Department of Consumer Affairs Hosts Concurrent Training Workshops

# Summit Agenda with Descriptions

**Wednesday, November 19, 2008**

**10:15 a.m. | Concurrent Training Workshops**

## **Board Development**

### **1A | So You Want to be a Public Board Member?**

Public board members represent a wide variety of constituents and stakeholders. This workshop will review the powers, responsibilities and duties of care and loyalty required of public board members.

**Location:** *La Guardia Room*

**Moderator:** Jim Conran, President, Consumers First, Inc.

**Presenters:** David Swankin, President and CEO, Citizen Advocacy Center  
Louise Kirkbride, Board Member, California Board of Accountancy and  
Contractors State License Board  
Steve Alexander, Former Board Member, Medical Board of California

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### **1B | Extra, Extra, Learn All About It!**

Get to know DCA's Consumer and Community Empowerment Division, its programs and staff. Learn how the Division's outreach, unlicensed activity, complaint resolution, consumer information, correspondence, and publication services can help your board or bureau.

**Location:** *Midway Room*

**Moderator:** Sonja Merold, Chief, Office of Examination Resources

**Presenters:** Mary Rosas, Deputy Director, Consumer and Community Empowerment Division  
Michael Lafferty, Program Manager, Outreach Unit, Department of Consumer Affairs  
June Vargas, Manager, Office of Publications, Design and Editing, Department of Consumer Affairs

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### **1C | How do I...? Understanding Basic Board Meeting Procedures**

Knowing how to properly frame, withdraw, or amend a motion is essential; so is knowing when, how, and if you are required to vote. Join a discussion with DCA legal staff and learn important Board procedure basics.

**Location:** *Logan Room*

**Presenters:** Doreathea Johnson, Deputy Director, Legal Affairs, Department of Consumer Affairs

**Wednesday, November 19, 2008**

**10:15 a.m. | Concurrent Training Workshops**

**1D | Board or Bust: Running an Effective Board Meeting**

Effective board meetings are essential to the success of the board. Although boards are typically composed of qualified individuals, board meetings can be complex and difficult to conduct. This workshop will explain how to structure an agenda and a meeting; the role of the chair; and provide helpful meeting tips.

**Location:** *Lindbergh A*

**Moderator:** Charlene Zettel, Board Member, San Diego County Regional Airport Authority

**Presenters:** Paul Riches, Executive Officer, Board of Behavioral Sciences  
Kristy Underwood, Bureau Chief, Bureau of Barbering and Cosmetology  
Lee Goldstein, Board President, Optometry Board  
Bob Sachs, Board Chair, Physician Assistant Committee

**Professional Licensing & Enforcement**

**1E | The New Frontier: Virtual Practitioners**

Emerging technology presents opportunities for increased access to customers and also challenges to existing practice standards. How can standards be enforced when practitioners go online? What are the rules for online practice? Should existing standards be adapted to promote online practice?

**Location:** *Lindbergh B*

**Moderator:** Richard Fantozzi, Board President, Medical Board of California

**Presenters:** Renee Lonner, Board Member, Board of Behavioral Sciences  
Thomas S. Nesbitt, Founder, The Center for Health and Technology at UC Davis  
Christine Martin, Executive Director, California Telemedicine and eHealth Center

# Summit Agenda with Descriptions

**Wednesday, November 19, 2008**

**10:15 a.m. | Concurrent Training Workshops**

## **Professional Licensing & Enforcement (continued)**

### **1F | Disaster Strikes – Are We Ready?**

A disaster can strike at any moment, and the Department of Consumer Affairs oversees the licensed professionals who would help in the event of a disaster. Is there an efficient policy in place for boards and bureaus to react and provide assistance? Who is qualified to help in a disaster and are there liabilities associated with volunteering? This workshop will focus on an emergency response policy for all boards and bureaus that would assist in the event of a disaster.

**Location:** *Orly Room*

**Moderator:** Frank McCarton, Chief Deputy Director, Office of Emergency Services

**Presenters:** Dana Grau, Department Public Health, Emergency Preparedness Office  
Dr. Steve Tharratt, Director, Emergency Medical Services Authority  
Stanley Perdue, Chief Executive Officer, Orange County Red Cross

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### **1G | Meet the DAs: Criminal and Civil Enforcement of Consumer Protection Laws**

Learn how to work with District Attorneys to enhance your ability to enforce consumer protection laws against unlicensed and licensed professionals. When should you contact the DA? How do you build a strong case? What remedies does the DA have to help you protect consumers and create a level playing field for honest professionals and businesses?

**Location:** *Kennedy Room*

**Moderator:** Honorable Dean D. Flippo, District Attorney, Monterey County District Attorney's Office

**Presenters:** John E. Wilson, Deputy District Attorney In Charge, Consumer & Environmental Unit,  
San Mateo County District Attorney's Office  
Thomas A. Papageorge, Head Deputy District Attorney, Consumer Protection Division,  
Los Angeles County District Attorney's Office  
Tricia Pummill, Deputy District Attorney, Consumer Protection Division,  
San Diego District Attorney's Office

Wednesday, November 19, 2008

10:15 a.m. | Concurrent Training Workshops

## Consumer Issues and Trends

### 1H | Are You Insecure? Protect Your Privacy

For the past few years, stories of stolen laptops and other data breaches have filled the news. Hoping not to make this kind of headlines themselves, businesses are struggling to properly secure the information they collect from their customers and employees. Consumers, meanwhile, are so fearful of falling victim to identity theft that they are often reluctant to provide personal information even to their doctors and financial advisors. In this session you will learn strategies for protecting yourself against identity theft, and also the best practices used by leading organizations to prevent and respond to data breaches.

**Location:** *National Room*

**Moderator:** Mark Weatherford, Executive Officer, California Office of Information Security and Privacy Protection

**Presenters:** Joanne McNabb, Chief, California Office of Privacy Protection  
Lieutenant Rocky Costa, Southern California High Tech Crimes Task Force

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### 1I | Serving the Underserved Deserving

Limited English-speaking Californians are often unaware or afraid of government. Traditional methods of consumer outreach are typically ineffective for this population. This session will discuss California's current demographic profile, how to reach underserved consumers, and the barriers that make outreach difficult.

**Location:** *O'Hare Room*

**Moderator:** Nora Vargas, Executive Director, Latino Issues Forum

**Presenters:** Ken McElDowney, Executive Director, Consumer Action  
Pastor Herrera Jr., Director, Los Angeles County Department of Consumer Affairs  
Ron Joseph, Principal Investigator, Strengthening the Community's Voice on California's Health Care Licensing Boards

# Summit Agenda with Descriptions

**Wednesday, November 19, 2008**

**10:15 a.m. | Concurrent Training Workshops**

## **Consumer Issues and Trends (continued)**

### **1J | Got a Gripe? Get a Grip!**

The sharing of information is a best practice. So let's ask the experts in complaint handling how they handle complaints. This workshop will focus on the different ways to intake complaints from the public, the best ways to process and distribute complaints, and the problems that arise in complaint response.

**Location:** *Sea-Tac Room*

**Moderator:** Rigoberto Reyes, President, California Consumer Affairs Association

**Presenters:** Gary Almond, Vice President of Operations, Los Angeles Better Business Bureau  
William Tanner, Directing Attorney, Small Claims Advisor Program,  
Legal Aid Society of Orange County  
Juanita Hill, Consumer Services Manager, Public Utilities Commission  
Mary Garcia, Chief Occupational Licensing Branch, Department of Motor Vehicle  
Paula Lucero, Supervising Investigator Department of Motor Vehicle

**12:00 p.m.**

### **Lunch Session:**

#### **California's Professional Workforce**

#### *Grand Ballroom A and B*

**Speaker:** Doug Hoffner, Undersecretary, Labor and Workforce Development Agency

**Facilitator:** Keren Stashower, Organizational Development Consultant, The Centre for Organizational Effectiveness

**Focused Discussion:** Employers face workforce challenges daily, and the forecast of labor market shortages is not getting any brighter. A 2003 survey report *Rising to the Challenge* conducted by the Center for Workforce Preparation (CWP), a nonprofit affiliate of the U.S. Chamber of Commerce, reveals that workforce development and a shortage of workers at all skill levels are the major issues facing small and large businesses today (2003). Moreover, an Aspen Institute report (August 2002) projects a critical shortage of workers over the next 20 years, particularly in jobs requiring higher education and training. The report confirms what many of us already know — there are too few sources of qualified workers to meet projected needs.

In particular, the health care workforce shortage is becoming a crisis in California. According to the University of California at San Francisco's Center for the Health Professions, the state already has shortages in nearly all categories of the health care workforce, including nearly 200 allied health professions.

Complicating the issue is the fact that the state's rapidly growing population is also aging and becoming more ethnically diverse. This creates a demand for a larger health care workforce that is culturally competent to meet the needs of the State's residents.

Wednesday, November 19, 2008

2:00 p.m. | Concurrent Training Workshops

## Board Development

### 2A | Sunset, Sunrise: Is it on Your Horizon?

In 1995, the Sunset Review process was created. The purpose of the process is to review all DCA boards and bureaus to determine whether they have demonstrated a public need for their continued existence. This year, SB 963 was introduced which would have altered the review process; however, the final version did not include any changes. Is sunset review still a viable process? What are its strengths and the opportunities for improvement? Whether or not the process is continued or changed, how does the value of an independent review assure that DCA boards and bureaus are meeting their public protection mandate?

**Location:** *O'Hare Room*

**Moderator:** Patricia Harris, Deputy Director, Board and Bureau Support, Department of Consumer Affairs

**Presenters:** Julie D'Angelo Fellmeth, Administrative Director, Center for Public Interest Law  
Sherry Mehl, Bureau Chief, Bureau of Automotive Repair  
Patrick Tami, Board Chair, Board for Professional Engineers and Land Surveyors  
Tim Daze, Board Member, Pharmacy Board

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### 2B | Who are Bagley and Keene?

State boards and commissions are required by law to conduct different types of meetings in different ways. This workshop will review procedural and reporting requirements for each type of meeting and discuss when it is appropriate to meet in closed session.

**Location:** *The Theater*

**Presenters:** Anita Scuri, Supervising Senior Counsel, Legal Affairs, Department of Consumer Affairs

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### 2C | Success is No Accident

Strategic thinking involves finding a balance between meeting today's expectations and requirements and monitoring the opportunities, issues, and concerns that may affect tomorrow's. This workshop will discuss the principles and techniques of strategic thinking, the agility strategic thinking requires, and the best way to monitor your strategic thinking success.

**Location:** *Lindbergh A and B*

**Presenter:** Linda Shoob, The Centre for Organizational Effectiveness

# Summit Agenda with Descriptions

**Wednesday, November 19, 2008**

**2:00 p.m. | Concurrent Training Workshops**

## **Board Development (continued)**

### **2D | Humility Ability: Appropriate Use of Board Power and Position**

As gubernatorial and legislative appointees, board members possess intrinsic power and influence. Learn how to recognize and respect the appropriate limits of your power and position when dealing with the public.

**Location:** *Midway Room*

**Moderator:** Dan Maguire, Deputy Secretary, Governor's Office of Legal Affairs

**Presenters:** John Vertido, Advisory Committee Member, Bureau of Vocational Nursing and Psychiatric Technicians  
John Cruz, Secretary, Governor's Office of Appointments

## **Professional Licensing & Enforcement**

### **2E | Ensuring Workforce Supply is Consumer Protection**

Demographers predict a nationwide shortage of skilled workers over the next two decades. Because of its size and complexity, California will be more hard-hit than most. From nurses to engineers, DCA's boards and bureaus play a key role the professional pipeline. This panel will address the trends and challenges in professional training and licensure, and in ensuring an adequate supply of professionals to meet growing needs.

**Location:** *La Guardia Room*

**Moderator:** Steve Saxton, Chief, Labor Market Information Division,  
Employment Development Department

**Presenters:** James Koontz, Quality Care of Health Facilities  
Genevieve Clavreul, President/Founder, National Registered Nurse Professional Association  
Janice Buehler, Director of Recruitment and Workforce Planning,  
Cedars-Sinai Health System  
Susanne J. Phillips, Associate Clinical Professor, University of California Irvine



Wednesday, November 19, 2008

2:00 p.m. | Concurrent Training Workshops

## Consumer Issues and Trends

### 2F | Inquire Before You Hire

Unlicensed business activity can place consumers at significant physical, emotional, and financial risk. Learn about DCA's efforts to educate consumers about the risks involved when hiring unlicensed practitioners. Efforts to protect licensees, promote licensing, and prosecute unlicensed practitioners will also be discussed.

**Location:** *National Room*

**Moderator:** David Fogt, Chief of Enforcement, Contractors State License Board

**Presenters:** Gil DeLuna, Chief, Unlicensed Activity Program, Department of Consumer Affairs  
Don Kass, Supervising Attorney, Los Angeles City Attorney's Office  
Mark Lambert, Prosecutor Consumer Protection Division,  
Los Angeles City Attorney's Office  
Richard Isham, Tulare County District Attorney's Office  
Mark Lopez, Tulare District Attorney's Office

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### 2G | Survival 101: During an Economic Downturn

The economic downturn has deeply affected consumers by making them more vulnerable to the rising number of schemes, scams, and rip-offs. Discover how you can help protect consumers and licensees during these difficult economic times.

**Location:** *Orly Room*

**Moderator:** Paul Greenwood, San Diego District Attorney's Office

**Presenters:** Paula Rockenstein, Santa Monica City Attorney's Office  
Debbie Deem, Victim Specialist, Federal Bureau of Investigations  
Margo Hamilton, Regional Manager, Riverside County Elder Abuse Program

# Summit Agenda with Descriptions

**Wednesday, November 19, 2008**

**3:30 p.m. | Concurrent Training Workshops**

## Board Development

### 3A | So You Want to Be a Public Board Member?

Public board members represent a wide variety of constituents and stakeholders. This workshop will review the powers, responsibilities, and duties of care and loyalty required of public board members.

**Location:** *National Room*

**Moderator:** Jim Conran, President, Consumers First Inc.

**Presenters:** David Swankin, President and CEO, Citizen Advocacy Center  
Louise Kirkbride, Board Member, California Board of Accountancy and  
Contractors State License Board  
Steve Alexander, Former Board Member, Medical Board of California

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### 3B | Us vs. Them: Effective Conflict Management

Conflict can arise with any group of people, especially with boards that are designed to be diverse. This workshop will discuss techniques for building rapport with board members and licensees and how to handle conflict with fellow board members, the public, and licensees.

**Location:** *Lindbergh A and B*

**Presenter:** Keren Stashower, The Centre for Organizational Effectiveness

## Professional Licensing & Enforcement

### 3C | Have License, Will Travel: Portability and Cross-State Issues

This workshop will discuss the issues and concerns with the portability of professional licenses, cross-border practices, and DCA's goal of becoming a national leader in professional licensing, regulation, and enforcement. How do boards and bureaus encourage professional mobility and improve access to services while also ensuring public protection?

**Location:** *O'Hare Room*

**Moderator:** Dale Atkinson, Executive Officer, Federation of Associations of Regulatory Boards

**Presenters:** Manuel Ramirez, Board Member, Board of Accountancy  
Carmen Catizone, Executive Director, National Association of Boards of Pharmacy

**Wednesday, November 19, 2008**

**3:30 p.m. | Concurrent Training Workshops**

## **Consumer Issues and Trends**

### **3D | Forewarned and Forearmed: The Empowered Consumer**

What is the reality of the 21st Century? The demographics have changed significantly over time and issues that were once important are no longer a concern. This workshop will discuss the challenges that consumer advocates will face in the coming years and how we will address the changing needs of consumers in the next decade.

**Location:** *Midway Room*

**Moderator:** Kathleen Hamilton, Department of Managed Health Care

**Presenters:** Tom Papageorge, Head Deputy District Attorney, Consumer Protection Division,  
Los Angeles County District Attorney's Office  
Michelle Jun, Senior Attorney, Consumer's Union  
Eva Casey, Vice President of Operations, Better Business Bureau of San Diego

**5:00 p.m.**

**Signing Ceremony**

*Grand Ballroom A and B*

**5:30 p.m.**

**Secretary Rosario Marín's Reception**

*Sponsored by the California Endowment (invitation only)*

*Grand Ballroom A and B*

# NOTES

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# NOTES

This image shows a blank sheet of white paper designed for handwriting practice. It features numerous horizontal blue dashed lines spaced evenly apart. In the bottom right corner, there is a light blue decorative graphic element consisting of overlapping triangles.

# Summit Agenda with Descriptions

**Thursday, November 20, 2008**

**8:00 a.m.**

**Exposition and Registration**  
*Grand Ballroom Foyer*

**California Consumer Affairs Association Training**

*The Theater*

**Welcome & Announcement of New Officers**  
Rigoberto Reyes, CCAA President

**Keynote Speaker:** Steve Cooley, Los Angeles County District Attorney  
Introduced by Tom Papageorge, Head Los Angeles County Deputy District Attorney

**9:00 a.m.**

**California Consumer Affairs Association Training**

**Workshop: New Consumer Legislation**

*The Theater*

**Moderator:** Gil De Luna, Chief, Unlicensed Activity Program, California Department  
of Consumer Affairs

**DCA Public Regulatory Business Meetings**

**Accountancy, California Board of**  
*La Guardia Room*

The Board will discuss proposed statutory language on peer review and an outreach campaign to inform and educate consumers, stakeholders, and accounting firms about the benefits of peer review. Other topics will include: regulations to separate the ethics and regulatory CE requirements; requiring licensees to complete a minimum of 20 hours of CE annually, with 12 hours required in technical subject matter; and possible legislation to ease mobility in California for out-of-state CPAs and to eliminate Pathway 1 for licensure.

**Acupuncture Board**  
*Orly Room*

The Board will discuss pursuing legislation to require that training programs be located in a school or college that has been approved by an accrediting agency of acupuncture and Asian medicine recognized by the U.S. Department of Education. The Board will also discuss pursuing regulations to allow courses to be taken on as independent study.

**Thursday, November 20, 2008**

**9:00 a.m.**

**Chiropractic Examiners, Board of**  
*Room 336*

The Board will submit proposed regulatory language for revising continuing education requirements to the full board for discussion and possible action.

**Contractors State License Board**  
*O'Hare Room*

The Board will discuss a number of 2009 legislative proposals including a change to Business and Professions Code 7027.2 which allows unlicensed contractors to advertise for construction services if their ads state they are unlicensed.

**Dental Auxiliaries, Committee on**  
*Midway Room*

The Committee will discuss how to transition the regulation of dental hygienists from the Committee on Dental Auxiliaries to the newly created Dental Hygiene Committee and whether applicants for licensure as dental hygienists should be able to take the Western Regional Examination Board licensure examination.

**Dental Bureau of California**  
**(Starts at 2:00 p.m.)**  
*Midway Room*

The Bureau will review and consider the significance of the aging population and their access to dental care.

**Electronic and Appliance Repair, Bureau of**  
*Room 344*

The Bureau's Advisory Committee will hold its first meeting with its new members.

# Summit Agenda with Descriptions

**Thursday, November 20, 2008**

**9:00 a.m.**

**Engineers and Land Surveyors, Board for Professional  
*Logan Room***

The Board will discuss outreach, media campaigns, and potential legislation to assist the Governor in increasing the number of engineers and land surveyors by 20,000 by the year 2014.

**Geologists and Geophysicists, State Board for  
*Room 320***

The Board will discuss how to publicize the environmental protection role of licensed professional geoscientists more effectively so that individuals and communities can make informed decisions in hiring and relying on only appropriately qualified, licensed, geoscience professionals.

**Home Furnishings and Thermal Insulation, Bureau of  
(Starts at 2:00 p.m.)  
*Room 344***

The Bureau has new members and will be holding its first meeting with the new membership.

**Occupational Therapy, California Board of  
*Room 315***

The Board will discuss the role of occupational therapy practitioners in response to disasters and emergencies and will plan for the preparation of a Disaster Preparedness plan and a Disaster/Emergency Response plan.

**Optometry, California State Board of  
*Room 321***

The Board will discuss the accreditation and approval process of the Western University College of Optometry. This new college plans to begin offering classes in 2009 and is in the process of professional accreditation.



**Thursday, November 20, 2008**

**9:00 a.m.**

**Osteopathic Medical Board of California**  
*Room 380*

Tom Riley, founder of Cal Capitol Group, Government and Public Relations Consulting, will address the Board on legislative process and policy as it relates to consumers.

**Pharmacy, Board of**  
*Lindbergh A and B*

The Board will hold a public forum on e-prescribing with the Medical Board of California. The Board will also host a forum on prescription container labels as California moves forward to redesign and standardize labels so they become more patient-centered.

**Physician Assistant Committee**  
*Room 381*

The Committee will be discussing the possible development of regulations regarding continuing medical education, in order to implement the provisions of AB 2482. The Committee will also discuss a Voluntary Self-Assessment Jurisprudence Examination that will be placed on the Web site and will allow licensees to test their knowledge of current laws and regulations.

**Registered Nursing, Board of**  
*Grand Ballroom A*

The Board will conduct reinstatement and termination of probation hearings for eight petitioners. After the hearings, the Board will convene in closed session to deliberate on these matters and other disciplinary matters including stipulations and proposed decisions.

**Respiratory Care Board of California**  
*Room 328*

The Board will discuss whether or not it should publish exam pass rates by school for each respiratory care educational program offered in California. The Board will also discuss the 2007 Workforce Study and strategies to address the workforce shortage and the feasibility of increasing competency levels.

# Summit Agenda with Descriptions

**Thursday, November 20, 2008**

**9:00 a.m.**

**Speech-Language Pathology and Audiology Board**  
*Room 337*

The Board will discuss amending existing licensing standards to address concerns raised about the professional competency of internationally trained applicants. The Board will also discuss the rising number of audiology providers who decline to participate in Medi-Cal and CCS programs because of problems with authorizations and payments. The Board will report on a recent discussion held with the Department of Health Care Services and EDS (Electronic Data Systems, the payer of Medi-Cal), on the issue.

**Veterinary Medical Board**  
**Registered Veterinary Technician Examining Committee**  
*Room 385*

The Board will discuss and possibly adopting its shelter medicine policy. The Board will also consider new requirements for premises permits for veterinary facilities and proposed new requirements for Registered Veterinary Technicians.

**Vocational Nursing and Psychiatric Technicians, Board of**  
*Grand Ballroom B and C*

The Board will provide an Enforcement Program overview. An Administrative Law Judge from the Office of Administrative Hearings will conduct reinstatement hearings for petitioners who are requesting reinstatement of their licenses or early termination of their probationary terms. The Board will also report on the impact of its mandatory reporting requirements and will review programs that are eligible for provisional accreditation.

**10:30 a.m. | Breakout Sessions | Concurrent Training Workshops**

**California Consumer Affairs Association Hosts Concurrent Training Workshops**

**4A | Borrowed Trouble: Real Estate Foreclosures, Bad Loans & Fraud**

*The Theater*

Fueled by bad lending practices, fraud, and falling real estate prices, a record 2.2 million homeowners faced foreclosure in 2007 — a 75% increase over 2006. With no end in sight, the rate of foreclosures continues to accelerate in 2008. The problem is made worse by unscrupulous real estate con artists and foreclosure consultants who prey on distressed homeowners. This workshop will teach you how to help homeowners who are in trouble.

**Moderator:** Rigoberto Reyes, Chief Investigator, County of Los Angeles Department of Consumer Affairs

**Presenter:** Nancy McNamera, Special Agent in Charge, Federal Bureau of Investigation  
Robyn Smith, Supervising Deputy Attorney General, Attorney General's Office  
Debra Zimmerman, Consumer Protection Attorney, Bet Tzedek Legal Services –  
House of Justice

**Thursday, November 20, 2008**

**10:30 a.m. | Concurrent Training Workshops**

**California Consumer Affairs Association Hosts Concurrent Training Workshops**

**4B | Protecting Seniors: Identifying, Preventing, and Combating Elder Financial Abuse**

**Room 329**

Elder financial abuse is a widespread and harmful crime. It is estimated that five million seniors are defrauded nationwide each year. In California, over 200,000 seniors fall victims to financial fraud each year. Sadly, many times the abusers are family members and friends, and the abuse goes undetected for many years. Tragically, losses often lead to financial ruin, health problems, and even death for the victims. As the senior population doubles from 36 to 72 million in the next 12 years, consumer agencies need to understand the needs of seniors and create programs to protect them. This workshop will review the top issues affecting seniors; how to identify, report, and combat elder financial abuse; and how to create effective outreach programs to prevent senior fraud.

**Moderator:** Maria Kennedy, California Contractors State License Board

**Presenters:** Cynthia Banks, Director, Los Angeles County Department of Community & Senior Services  
Don Kass, Supervising Deputy City Attorney, Los Angeles City Attorney's Office  
David Fogt, Enforcement Chief, Contractors State License Board  
Laraine Mestman, Program Manager, Elder Abuse Prevention, WISE & Healthy Aging

**12:00 p.m.**

**Lunch Session:**

**Surviving and Thriving in Today's Media Maze**

**Grand Ballroom D**

The media presence in our everyday lives is undeniable. Just turn the TV on, pick up a newspaper, listen to the radio or go online. Reporters cover everything under the sun and what government does or doesn't do is always of particular interest. Everyone can be approached by the media, but not everyone can be a good spokesperson. If you're ill-prepared to give an interview or if the wrong person is chosen to represent a viewpoint, the ensuing coverage can have a damaging impact, bringing your entity's credibility into question. Today's luncheon session features one of the most seasoned media experts in the field and she will share information that will help you navigate today's media maze. Margita Thompson has a background in national and international public policy, media relations, and communications in both the private and government sectors. She is currently Vice President for External Communications at Health Net, Inc. Thompson most recently served as Press Secretary for Governor Arnold Schwarzenegger, leading the media relations strategy for the Administration. As a member of the senior staff, Thompson served as a key advisor to the Governor on media strategy, crisis and issues management and led the Administration's local, national and international press relations.

# Summit Agenda with Descriptions

**Thursday, November 20, 2008**

**1:30 p.m. | Concurrent Training Workshops**

## **5A | Empowering Future Consumers – Youth Financial Education**

### *Room 329*

Today's youth are fast becoming some of our nation's top consumers, yet most high school graduates lack the basic skills needed to manage their own financial affairs. Many are unable to balance a checkbook and most are clueless about the basic principles involved in earning, spending, saving and investing. This workshop will explore ways to educate youth about managing their personal finances, the value of saving, and building and maintaining credit.

**Moderator:** Gil DeLuna, Chief, Unlicensed Activity Program, Department of Consumer Affairs

**Presenters:** Robin Gysin, Consumer Protection, Santa Cruz County District Attorneys Office

Karen Anderson, Chair of the Board of the California Jump\$tart Coalition

Clar Rosso, Division Director, Program and Communications for the California Society of Certified Public Accountants

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## **5B | Debt Collectors to Debt Negotiators: From the Frying Pan into the Fire for Consumers**

### *The Theater*

Complaints against collection agencies have been steadily increasing, while consumers fall victim to other firms that promise to wipe out all debt for a fraction of the total owed. This workshop will provide the legal tools consumers need to fight collection agency abuses. It will also address the recent rise of debt settlement services and what consumers need to know to avoid making their financial situations worse.

**Moderator:** Ann Stahl, Federal Trade Commission

**Presenters:** Tom Syta, Regional Director, Federal Trade Commission

Dr. Allen Martin, Chair, Family and Consumer Sciences, California State University Northridge

Adam Radinsky, Supervising Deputy City Attorney, Santa Monica City Attorney's Office

**2:00 p.m.**

## **DCA Public Regulatory Business Meetings Reconvene**

*Please go to pages 42-44 to view full Board and Bureau Meeting Schedule.*

# NOTES

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# Summit Agenda with Descriptions

**Friday, November 21, 2008**

**8:00 a.m.**

## **DCA Public Regulatory Business Meetings Reconvene**

**Board of Accountancy**  
*La Guardia Room*

**Dental Bureau of California**  
*Midway Room*

**Board of Psychology**  
*Kennedy Room*

The Board will be conducting three administrative hearings for termination of probation and one administrative hearing for reinstatement of a revoked or surrendered license. The Board will also discuss approved schools.

**Board of Registered Nursing**  
*Logan Room*

**Bureau of Vocational Nursing and Psychiatric Technicians**  
*The Theater*

**California Small Claims Advisors Association**  
*Room 329*

### **Welcome/Opening Remarks**

Jay Sacks, Supervising Attorney, San Diego Superior Court Small Claims and President, California Small Claims Advisors Association

## **8:40 a.m. | California Small Claims Advisors Association Training**

**Legislative Update**  
*Room 329*

The California Legislature enacts close to 2,000 new laws annually, many of which impact Small Claims litigants. This session will include what's new and exciting in this area, including:

- Review of the relevant Small Claims Court laws,
- Discussion of Statutory Updates & Proposed Legislation
- Assessment of the impact on advisors and litigants

**Presenter:** Albert Balingit, Staff Counsel, Legal Affairs, Department of Consumer Affairs

## Friday, November 21, 2008

### 9:50 a.m. | California Small Claims Advisors Association Training

#### Commissioner Panel

##### Room 329

Come hear this panel of highly experienced Commissioners as they provide tips for effectively presenting cases covering issues such as security deposits and contracts, as well as valuable information regarding:

- Changes to the Small Claims Court System
- Property Owner vs. Property Management Company – Who to sue
- Motions- Turnover Orders, Rent Levy or Assignment Order, Seizures
- Monetary Limits on suing a Guarantor – Guarantor vs. Co-signer
- Venue in Contracts under the following situations:
  1. Signed via e-mail; signed via fax
  2. Oral contract over the telephone
  3. Text message
  4. Regular Mail – Post Office

**Presenter:** L. Thomas Suhr, Commissioner, Alameda Superior Court  
Douglas Carnahan, Commissioner, Los Angeles Superior Court  
Dianne O'Connor, Commissioner (ret.), San Diego Superior Court

### 11:00 a.m. | California Small Claims Advisors Association Training

#### Homeowners' Associations: Fiefdoms or Democracies

##### Room 329

Don't miss this discussion of owner's rights under the Civil Code and Code of Civil Procedure, et seq., regarding HOA Boards and obligations and remedies for abuses thereof. Since these Civil Code changes were enacted, the Center for California Homeowner Association Law [CCHAL] has been documenting the experiences of homeowners attempting to use small claims court to exercise their rights.

Workshop presenter Marjorie Murray will also discuss the project launched by the Center for Homeowner Association Law (CCHAL) with the Chicago-Kent College of Law Access to Justice Center. The purpose of this CCHAL project is to develop online technology tools to make small claims court more accessible to the association homeowner. Working from handouts, this workshop will examine:

- Several small claims lawsuits filed by homeowners since 2006
- Why some homeowners are successful in their claims and others are not
- What advisors need to know about the new laws in handling these suits
- Issues pertaining to the foreclosure crisis
- Sample court filings

**Presenter:** Marjorie Murray, President, Center for California Homeowner Association Law

# Summit Agenda with Descriptions

**Friday, November 21, 2008**

**12:00 p.m.**

**Lunch (on your own)**

**1:30 p.m. | California Small Claims Advisors Association Training**

**“I Like Your Business Suit: Suing an LLC, LP, or Corporation in Small Claims Court”**  
**Room 329**

In light of the current economic downturn, the failure of small businesses (and large), increasingly leaving many consumers without remedies when they are wronged, the abuse of the corporate structure seems to be increasing. This session will discuss, among other things:

- Challenging, yet available remedies for piercing the corporate veil
- Dealing with the transfer of a corporation
- Handling the name change of a corporation under the same “owner”
- Service on out-of-state corporations not registered with California SOS
- Correctly naming:
  1. Airlines
  2. Cell Phone Service Providers
  3. Insurance Carrier/Providers
  4. Banks, etc.

**2:40 p.m. | California Small Claims Advisors Association Training**

**Roundtable/Legislative Update/Rule Changes**  
**Room 329**

Please join us for this lively interactive discussion involving various facets of Small Claims Court. Included will be comments from Court staff, commissioners, advisors and other groups involved with Small Claims Court, covering such topics as:

- Plain Language Forms
- Service/Venue/Collections re: Internet Transactions (Clarification)
- Collections re: Federal/Military Employees
- Increasing Funding for Small Claims Advisors’ Programs

**Presenter:** Jay Sacks, Supervising Attorney, San Diego Superior Court Small Claims/CSCAA President



Saturday, November 22, 2008

8:30 a.m.

Board of Psychology  
*Kennedy Room*

# NOTES

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# Speaker Biographies



## **Steve Alexander**

President

The Steve Alexander Group

Steve Alexander currently serves as president of The Steve Alexander Group, which provides public affairs consultation specializing in strategic communications, media relations and crisis communications, facilitation, training and meeting management. While serving as regional director of Burson-Marsteller, the world's largest public relations firm, Alexander worked with numerous projects and clients around the world. He has facilitated such challenging public participation and policy projects as the San Diego State University Aztec Identity Task Force, Alliance Healthcare Foundations' Regional Uninsured Program, the Naval Training Center visioning project on behalf of the McMillin Companies and land use planning for the San Diego Regional Airport Authority.



## **Gary Almond**

Vice President of Operations

Better Business Bureau of the Southland

Gary Almond has been responsible for the general management and operation of the Better Business Bureau of the Southland for approximately 16 years. He was instrumental in creating the letter grade rating system used by the Bureau to provide inquirers an effective way to gauge the reliability of a business. He has served on committees for issues facing elderly, disabled, and dependent adults and has participated on a variety of advisory boards, giving advice on consumer and business related issues. Prior to joining the Bureau he was an inventory and computer systems manager for a wholesale/retail construction materials and equipment supplier.

# Speaker Biographies



## **Dale Atkinson**

Executive Officer  
Federation of Associations of Regulatory  
Boards

Dale J. Atkinson is a partner in the Evanston, Illinois, law firm of Atkinson & Atkinson which represents various associations of regulatory boards including, among many others, the American Association of Veterinary State Boards (AAVSB) and Accreditation Council for Pharmacy Education (ACPE). His representation includes all matters relating to operations as not-for-profit corporations, including regulatory activities, education and accreditation, disciplinary actions, model legislation and applications, and all phases of the Development and administration of licensure examination Programs, licensure transfer Programs, licensure credentials verification and storage. He received his law degree from Northwestern School of Law in Portland, Oregon.



## **Albert Balingit**

Attorney  
Department of Consumer Affairs

Albert Balingit is a staff attorney with the Department of Consumer Affairs' Legal Services Division. He is also the coordinator of the DCA's dispute resolution office and a specialist in small claims court procedures. He is one of the principal authors of the Consumer Law Sourcebook for Small Claims Judicial Officers, and is a consultant to the California Center for Judicial Education for its California Judges Benchbook, Small Claims Court and Consumer Law and the Benchguide. He was appointed by the Chief Justice to the Judicial Council's Civil and Small Claims Committee and has served on the Temporary Judges Working Group and the Task Force on Self-Represented Litigants.

**Janice Buehler**

Director of Recruitment and  
Workforce Planning  
Cedars-Sinai Health System

Janice Buehler, MBA, CHCR, currently serves as Director of Recruitment and Workforce Planning for Cedars-Sinai Health System in Los Angeles. She has more than 15 years of experience in healthcare recruitment and healthcare human resources management. She currently serves on the Executive Board for the National Association of Health Care Recruitment as President Elect and is a member of multiple healthcare workforce development initiatives in California.

**Douglas G. Carnahan**

Commissioner  
Los Angeles Superior Court

Commissioner Douglas G. Carnahan specialized in civil litigation in private practice and served as a Clinical Assistant Professor of Law at USC. Since 2002, he has served on all the civil and criminal departments, emphasizing small claims, limited civil, probate, misdemeanors, felony arraignments, and preliminary hearings. An instructor in Legal Writing at El Camino Community College, he lectures on euphemisms, word usages, famous people, and quotes, giving inspiration to his students to be passionate about writing and the law.

# Speaker Biographies



## **Eva Casey**

Vice President of Operations  
San Diego Better Business Bureau

Eva Casey currently serves as Vice President of Operations for the San Diego Better Business Bureau. She served for more than 20 years for the San Diego District Attorney's Office, and was assigned as a Paralegal to the Economic Crimes Division from 1996 to 2007. She has been the chairperson for the San Diego Consumer Fraud Task Force for 10 years. She has also served as Vice President of the California Consumer Affairs Association and as an instructor at various consumer education conferences, most recently the National Construction Investigators Association.



## **Carmen Catizone**

Executive Director  
National Association of Boards of Pharmacy

Carmen Catizone is the Executive Director of the National Association of Boards of Pharmacy (NABP) and the Secretary of the Executive Committee. He currently serves as a Governor of the Pharmacy Technician Certification (PTCB) Board of Directors, Chair of the PTCB Certification Council and is a Past President of the National Pharmacy Manpower Project and the National Conference of Pharmaceutical Organizations (NCPO) as well as a past member of the United States Pharmacopeia (USP) Board of Directors. He has also acted as a reviewer on several advisory boards and is recognized as an expert witness in the areas of pharmacy practice and regulation.



**Geneviève M. Clavreul, RN, Ph.D.**

Featured Columnist  
*Working Nurse Magazine*

Geneviève M. Clavreul, RN, Ph.D., is a nurse with more than 35 years of experience at the bedside and in nursing education and management. She is the featured columnist for *Working Nurse Magazine*; nurses throughout Arizona and Southern California read her column “From the Floor.” She is a well-known nursing, healthcare, and open government advocate and is a much sought-after speaker.



**John Cruz**

Appointments Secretary  
Office of the Governor

John Cruz serves as appointments secretary for Governor Arnold Schwarzenegger. Prior to his appointment, he served as a commissioner on the California Gambling Control Commission (CGCC). He has been licensed to practice law in California since 1979 and specialized in real estate, business, and transactional law. In 1992, Cruz founded the law firm of Daehnke & Cruz, where he practiced until becoming a commissioner for CGCC in 2005. Prior to that, he served as an associate and as of counsel with several law firms located in Southern California in addition to running his own private practice.

# Speaker Biographies



## **Jim Conran**

Founder and President  
Consumers First®, Inc.

Jim Conran is the Founder and President of Consumers First®, Inc., an organization that works to educate the public, media, and government officials about important changes in the marketplace and society. Before establishing Consumers First®, Conran served for Governor Pete Wilson as Director of the California Department of Consumer Affairs (DCA). He recently completed an appointment by Governor Arnold Schwarzenegger as a public member of the State Board of Chiropractic Examiners. He is an adjunct professor for the graduate business school at Golden Gate University in San Francisco, where he teaches students about the interaction of society, commerce, and government.



## **Lieutenant Robert (Rocky) Costa**

Los Angeles County Sheriff's Department  
Southern California High-Tech Task Force

Lieutenant Rocky Costa has been a member of the Los Angeles County Sheriff's Department for 32 years. He has worked in the county jails and patrolled the cities of Carson, Lynwood, Florence/Firestone, and the Metro Rail lines. He has held assignments as a station detective, a covert surveillance investigator, detective team supervisor, and detective bureau commander. For the past six years, he has been in charge of the Sheriff's Department's High-Tech Crimes Task Force. The Task Force is comprised of 26 investigators from local, state, and federal law enforcement agencies, covering Los Angeles, Orange, and Ventura counties.





**Julianne D'Angelo Fellmeth**

Administrative Director  
Center for Public Interest Law

Julianne D'Angelo Fellmeth is the Administrative Director of the Center for Public Interest Law (CPIL) at the University of San Diego School of Law, where she team-teaches regulatory law courses, supervises the Center's clinical program, and edits the Center's legal journal, the California Regulatory Law Reporter. Since 1986, she has taken an active role in California's regulation of businesses, professions, and trades. She regularly testifies before State legislative committees on bills pertaining to occupational licensing, and before California administrative agencies on policy matters. She has actively participated in the California Legislature's "sunset review" of the State's occupational licensing boards.



**D. Timothy Daze**

Board Member  
California Board of Pharmacy

In 2006, D. Timothy Daze was appointed to the California Board of Pharmacy. Since 2002, he has served as a deputy city attorney for the City of Los Angeles. Prior to that, he was an attorney in private practice specializing in civil litigation, and vice president and general counsel of Burbank Aeronautical Corporation from 1988 to 1998.

# Speaker Biographies



## **Debbie Deem**

Victim Specialist  
Federal Bureau of Investigation

Debbie Deem serves as the Federal Bureau of Investigation's Victim Specialist for Los Angeles. She has worked with victims of crime for more than 25 years. She works directly with victims of both violent and financial federal crimes to ensure access to rights and services as required by federal law. She initiated the victim assistance programs for the US Attorney's Offices in Los Angeles and San Francisco, and has also worked for county victim assistance programs in San Jose, CA, Albuquerque, NM, and Anchorage, AK. She recently provided training in England and Canada on working with chronic fraud elderly victims.



## **Gil DeLuna**

Chief  
Unlicensed Activity Program  
California Department of Consumer Affairs

Gil DeLuna was recently appointed Chief of the Unlicensed Activity Program for the Department of Consumer Affairs' (DCA's) Consumer and Community Empowerment Division. He has developed an education campaign to inform consumers and businesses about California's underground economy and the dangers of hiring an unlicensed practitioner or business and educates businesses on the value of having a California license. He recently returned to DCA after working for the Board of Equalization as the District 1 Director. Prior to that, he served as Outreach Manager for DCA, where he developed a grassroots outreach plan to inform consumers about the DCA's Bureau of Automotive Repair (BAR).



**Lynne Doll**  
President  
The Rogers Group

Lynne Doll has been nationally recognized for her handling of tough challenges in public relations, social marketing and issues management. Since joining The Rogers Group (TRG) – a strategic communications and public relations agency based in Los Angeles – 25 years ago, Lynne has developed and led the implementation of strategic communications programs involving an array of issues from selling products and services for major consumer marketers, to directing massive public education campaigns for national, state and local government agencies, to managing crisis communications for some of the nation's top corporations.



**Dr. Richard D. Fantozzi**  
Board President  
Medical Board of California

Dr. Richard D. Fantozzi was appointed to the Division of Licensing by Governor Gray Davis in 2001. An otolaryngologist, he is a member of the American Academy of Facial Plastic and Reconstructive Surgery and is a fellow of the American Academy of Otolaryngology and Head and Neck Surgery, and the American College of Surgeons. He served on the Scripps Clinic Respiratory Care Committee, Managed Care Utilization Review Committee, and serves on the Clinic's Head and Neck Tumor Board.

# Speaker Biographies



## **The Honorable Dean Flippo**

District Attorney  
County of Monterey

Dean Flippo began his legal career as a member of the US Army Judge Advocate General Corps, serving as a prosecutor and as a military judge. He was an Assistant Prosecuting Attorney in Flint, Michigan, where he handled major crimes and then served as Assistant District Attorney for 14 years in the Monterey County District Attorney's Office. He was in private practice for five years and, in 1990, was elected as the Monterey County District Attorney. He is currently serving his fifth term. He has been active in CDAA and other related prosecutorial associations having served on numerous Boards and is currently Co-Chair for the CDAA Consumer Protection Committee.



## **David Fogt**

Chief of Enforcement  
Contractors State License Board  
Department of Consumer Affairs

David Fogt was appointed to the post of Chief of Enforcement for the Department of Consumer Affairs' Contractors State License Board (CSLB) in October 2001. Prior to his appointment, he had served as an investigator, supervisor, and manager in CSLB's Enforcement Program. The program has since evolved into the Statewide Investigative Fraud Team, a unit specializing in unlicensed activity, consumer fraud, and elder abuse cases. He is a member of the Sacramento Valley Association of Building Officials and the National Association of Bunco Investigators. He received his contractor's license in 1986, and worked on residential, commercial, and public works projects.



**Mary L. Garcia**

Branch Chief, Occupational Licensing  
California Department of Motor Vehicles

Mary Garcia was appointed to the position of Occupational Licensing Branch Chief in December 2004. She oversees the operation of 24 inspector offices and a headquarters facility, and provides leadership and direction to 122 employees responsible for delivery of services to over 20,000 businesses and approximately 120,000 licensed individuals. She has served with the Department of Motor Vehicles since 1978. Her achievements include development of the Occupational Licensing Database, acquisition of the Department's first Optical Document Imaging System and designing the Occupational Licensing Information System on the Internet.



**Lee Goldstein**

President  
California State Board of Optometry

Lee A. Goldstein, O.D., M.P.A., currently serves as President of the California State Board of Optometry. During his 42 years of practice he has served the State in various capacities, including as a member and president of the California Optometric Association, and consultant to the State of California's Department of Corporations (1987–1994) and Department of Health Care Services (1972–1976). He has also served in various volunteer organizations, including the American Red Cross and the Pomona Valley Hospital Medical Center Foundation. He lives in Southern California with his wife, Marcia. He has two children, Carey and Emily, and four grandchildren.

# Speaker Biographies



## **Dana Grau**

Senior Pharmaceutical Consultant  
California Department of Public Health

Dana Grau, Pharm.D., serves as a Senior Pharmaceutical Consultant in the California Department of Public Health's Emergency Preparedness Office. He is the Assistance Strategic National Stockpile for California and his work involves him in California's Pandemic Influenza Antiviral Allocation and Distribution Plan. Prior to joining the California Department of Public Health, he practiced community pharmacy for many years. He retired from the California Army National Guard as a Colonel, Medical Service Corps. His career emphasized Medical Logistics and his service included a tour of duty in Saudi Arabia during Operation Desert Storm where he earned a Bronze Star for Service.



## **Paul Greenwood**

Deputy District Attorney  
San Diego County District Attorney's Office

Paul Greenwood serves as Deputy District Attorney for San Diego County. He has served as a prosecutor for the District Attorney's Office since March 1993 and as head of the Elder Abuse Prosecution Unit since 1996. He has been involved in the prosecution of more than 200 felony cases involving both physical and financial elder abuse, and has been featured on both CBS's *Eye on America* and the *NBC Nightly News* to bring national attention to the increase in incidents of elder abuse in the United States.



**Kathleen Hamilton**

California Department of Managed Health Care

Kathleen Hamilton is a 25-year veteran of government and public affairs. She previously served as the Director of the California Department of Consumer Affairs, as Lieutenant Governor Davis's Deputy Chief of Staff, and as the Executive Director of the California Health Facilities Authority. For ten years prior to her executive branch appointments, Hamilton worked for the State Legislature, serving as the consultant to the original Assembly Committee on Consumer Protection, as Chief of Staff to the Senate Majority Leader, and as Staff Director to the Senate Democratic Caucus. Hamilton is currently serving with the Department of Managed Health Care.



**Margo Hamilton**

Regional Manager  
C.A.R.E. Program of Riverside County

Margo Hamilton is the founding Regional Manager for the Curtailing Abuse Related to the Elderly (CARE) Program of Riverside County, an award-winning program that has provided elder abuse training, education, and advocacy for victims of consumer fraud since 1997. She manages three elder abuse teams whose members have partnered to save or return more than \$59.9 million to senior victims of financial abuse and fraud. Her program has educated over 52,000 seniors in elder abuse prevention and more than 16,000 mandated reporters and community gatekeepers in elder abuse recognition and reporting. She has developed and presented more than 250 training sessions and community presentations.



# Speaker Biographies

**Patricia Harris**

Deputy Director  
Board and Bureau Support  
California Department of Consumer Affairs

Patricia Harris received her appointment from Governor Schwarzenegger in July 2006. As Deputy Director for Board and Bureau Support, Patricia provides oversight to the department's 13 bureaus and the Arbitration Certification Program. Prior to her appointment, she served for more than 16 years as the Executive Officer and Assistant Executive Officer for the California State Board of Pharmacy. She possesses a degree in liberal studies from California State University, Sacramento.

**Pastor Herrera, Jr.**

Director  
Los Angeles County Department of  
Consumer Affairs

Pastor Herrera Jr. has been involved in the area of consumer protection for more than 29 years. He was appointed Director of the Los Angeles County Department of Consumer Affairs in March 1991. Prior to his employment with the County of Los Angeles, he was on staff with United Way, Inc., the East Los Angeles Community Service Organization, and has served as a consultant to community-based organizations. He has also been employed as a part-time teacher and adult school counselor with the Los Angeles Unified School District. He is a native of Los Angeles, California and speaks Spanish fluently.



**Juanita Hill**

Consumer Services Manager  
California Public Utilities Commission

Juanita Hill has served with the California Public Utilities Commission (CPUC) since 2001. Prior to joining the CPUC, she served as a Call Center Manager at Alert Communications where she managed telesales representatives and supervisors in a call center environment for directory sales. Her telecommunication experience comes from serving as a Manager at SBC (formerly known as Pacific Bell and now known as AT&T) for 20 years. During her years at SBC, she was assigned to various Management positions such as Coach/Section Manager, a Marketing Manager and a Training/Quality Assurance Manager.

**W. Douglas Hoffner**

Undersecretary  
California Labor and Workforce  
Development Agency

W. Douglas Hoffner was appointed by Governor Schwarzenegger to the post of Undersecretary of the California Labor & Workforce Development Agency in February 2007. He served as a Deputy Cabinet Secretary for Governor Schwarzenegger prior to his appointment as Undersecretary. He has served with the Business, Transportation and Housing; Labor, Workforce and Development; and State and Consumer Services agencies. He served as the Assistant Director of Legislation for the State of California Department of General Services from 2004–2006. Before entering the executive branch, he served as Executive Director for Connerly and Associates and as Legislative Director to Assemblyman Fred Aguiar.

# Speaker Biographies



## **Richard B. Isham**

Deputy District Attorney  
Tulare County

Richard Isham has served as Deputy District Attorney for Tulare County's Civil Division since 2005. He has served as judge pro tem in the Tulare County Superior Court and Visalia Municipal Court, and currently serves as a member of the Tulare County Superior Court judicial arbitration and mediation panels. He is experienced as a hearing officer for law enforcement personnel disputes and as Special Master for enforcement of criminal search warrants. Prior to that, he served as General Counsel for the Kaweah Delta District Hospital, Visalia, California, where he worked in the areas of public financing, public district law, personnel, ethics committee, and physician privileges disputes.



## **Doreathea Johnson**

Deputy Director, Legal Affairs  
Chief Counsel  
Department of Consumer Affairs

Doreathea Johnson serves as both Deputy Director of Legal Affairs and Chief Counsel for the Department of Consumer Affairs (DCA). Appointed in 2000 and reappointed in 2006, she directs the activities of DCA's Legal Division and advises the director, the executive staff and the staff and executive officers. As a member of DCA's Executive Team, she advises the Department on complex legal, legislative, personnel contract and program issues, including presentation of testimony before the Legislature. Prior to DCA, Johnson practiced as Senior Tax Counsel with the California Employment Development Department and as an Administrative Law Judge for the California Unemployment Insurance Appeals Board.

**Ron Joseph**

Principal Investigator  
Strengthening the Community's Voice on  
California's Health Care Licensing Boards

Ron Joseph currently serves as the Principal Investigator for Strengthening the Community's Voice on California's Health Care Licensing Boards, a project funded by The California Endowment to promote communication between California's diverse communities and the regulatory boards that oversee health care delivery. He is the owner of RJ Advisors, a firm providing strategic consulting services to government agencies. Joseph worked for 33 years in California State government prior to embarking on a career in consulting. He served as the Chief Deputy Director of the Department of Health Services, Executive Director of the Medical Board of California, and the Director of the Department of General Services.

**Michelle Jun**

Staff Attorney  
Consumers Union

Michelle Jun is a Staff Attorney at the West Coast Office of Consumers Union, the nonprofit publisher of *Consumer Reports* magazine. She is a member of the financial services team, currently working on payments issues. She worked on the Financial Privacy Now campaign to bring stronger financial privacy and identity theft protections to consumers. Jun first came to Consumers Union as part of the Community Health Assets Project (CHAP) team to provide assistance to community advocates and regulators on ensuring the preservation of community health assets resulting from the sale of non-profit hospitals.

# Speaker Biographies



## **Don Kass**

Supervising Attorney  
Los Angeles City Attorney's Office  
Consumer Protection Division

Don Kass has been the supervising attorney of the Corruption, Fraud, and Enforcement Unit in the Consumer Protection Division of the Los Angeles City Attorney's Office for the past 13 years. Prior to that, he prosecuted environmental crimes for eight years and general misdemeanors for three years. In addition to handling and overseeing criminal prosecutions of consumer related crimes, he has worked on complex litigation against big tobacco, natural gas companies, and the gun industry.



## **Louise Kirkbride**

Founder and CEO  
Answer Systems and Broad Daylight

Louise Kirkbride is founder and CEO of Answer Systems and Broad Daylight, both venture capital-backed enterprise software companies whose products employed knowledge management techniques to solve complex industrial problems. She is the holder of two patents in knowledge management and expert systems design. Prior to 1988, she held positions in engineering and marketing at technology companies including Tektronix, Crane Hydro-Aire, and JPL. She founded and served as president of software services company CADRI from 1980 to 1984. In 1977, she was a finalist in the selection for the first group of civilian astronauts for the Space Shuttle program.

**Jim Koontz, MBA**

Quality Care of Health Facilities

Jim Koontz is a native Californian with broad experience in long-term healthcare. He has held senior positions with both regional and national corporations and has been active in the California Association of Health Facilities for 27 years and active in long-term care for 36 years. He is an active member of the OSHPD Healthcare Workforce Clearinghouse Advisory Team, a member of the Health Professions Education Foundation Vocational Nurse Advisory Committee, and an appointed Member of the California Workforce Investment Board. He holds a bachelor's degree in history and political science and a master's degree in history from the University of California, Riverside.

**Mark Lambert**

Prosecutor

Los Angeles County City Attorney's Office  
Consumer Protection Division

Mark Lambert has 21 years of experience as a prosecutor for the Los Angeles City Attorney's office. For the past 12 years, he has been assigned to the Consumer Protection Division, where he has specialized in prosecuting unscrupulous household goods movers, advance-fee talent services, tow truck operators, and unlicensed contractors. In 2007, he helped create the City Attorney's enormously successful unlicensed contractor pilot project, which has resulted in the filing of more than 100 criminal cases in the past two years. He has also participated in the drafting of State legislation addressing these specialized areas of consumer protection.

# Speaker Biographies

**Michael Lafferty**

Statewide Outreach Manager  
Consumer and Community  
Empowerment Division  
California Department of Consumer Affairs

Michael Lafferty has been helping consumers for nearly 25 years. He currently serves as the Department of Consumer Affairs' (DCA's) statewide Outreach Manager and is also involved with the Bureau of Automotive Repair's (BAR's) Drive Healthy Campaign. Through outreach efforts in the community and partnerships with consumers and licensees, he and his staff help educate consumers about DCA's services and inform them about how to make smart decisions in the marketplace. Previously, Lafferty managed BAR's Repair Assistance and Vehicle Retirement Programs, was involved with the Breathe Easier campaign, and held various positions in BAR's consumer protection and Smog Check programs.

**Renee Lonner, LCSW**

Board Member  
Board of Behavioral Sciences

Renee Lonner, LCSW, maintains a private practice in Sherman Oaks, providing individual, marital, and family psychotherapy with children, adolescents, and adults. She is a consultant for mental health clinicians and organizations regarding general clinical and clinical/legal issues, and has specific expertise in the area of risk assessment. She currently chairs the LCSW Education Committee.



**Paula M. Lucero**

Supervising Investigator  
California Department of Motor Vehicles

Paula Lucero has served as a Supervising Investigator for the California Department of Motor Vehicles (DMV) for six years. She served as a DMV Criminal Investigator for 13 years prior to her promotion. She has been assigned to various taskforces throughout the State targeting specific crimes, including identity theft and fraudulent document detection and prosecution. In addition to her supervisory duties, she is the Defensive Tactics Instructor for DMV Investigators statewide. She also routinely instructs classes in Verbal Judo. She holds a POST Supervisory Certificate, a POST Specialized Advanced Certificate, and a bachelor's degree in Ornithology.



**Christine L. Martin**

Executive Director  
California Telemedicine & eHealth Center

Christine Martin PMP, MBA, is the newly appointed executive director of the California Telemedicine & eHealth Center (CTEC). She directs the efforts of CTEC, working with a variety of organizations statewide toward the development and expansion of telemedicine networks and increased access to health care in rural and underserved areas of the State through the use of eHealth technology. She has more than 30 years of experience in health care management and administration, including broad experience in health care policy and program development with the California Department of Corrections and Rehabilitation and the then-California Department of Health Services (CDHS).



# Speaker Biographies



## **Francis E. McCarton**

Chief Deputy Director  
Governor's Office of Emergency  
Services

Francis E. McCarton serves as the Chief Deputy Director of the California Governor's Office of Emergency Services (OES). One of the nation's most experienced emergency managers and disaster communications specialists, he was appointed Deputy Director by Governor Arnold Schwarzenegger on February 24, 2004, and promoted to the position of Chief Deputy Director of the Governor's Office of Emergency Services on June 14, 2004. He supervises the agency's Deputy Directors in charge of Administration, Response & Recovery, Preparedness & Training programs, Law Enforcement and Victim Services, Communications and Regional Operations.



## **Ken McEldowney**

Executive Director  
Consumer Action

Ken McEldowney is executive director of Consumer Action, a San Francisco-based national consumer advocacy and education membership organization. The organization's current focus is on ensuring that the interests of low income and limited English-speaking consumers are protected during this period of deregulation and corporate mergers. He is immediate past president of the Consumer Federation of America (CFA), and now serves as CFA's vice president. He was consumer editor for a weekly newspaper before joining Consumer Action. He is a graduate of the University of Michigan, and has a bachelor's degree in Political Science and graduate work in economics.





**Dan Maguire**  
Deputy Legal Affairs Secretary  
Office of the Governor

Dan Maguire has served as a Deputy Legal Affairs Secretary for Governor Schwarzenegger since 2005. In that capacity, he provides advice and representation to the Governor's Office on a variety of legal topics, including ethics and conflicts of interest, appointments issues, and open meetings issues. From 2001 until 2005, he maintained a private law practice in Davis, focusing on litigation and intellectual property. Before that, he served as an associate at Orrick, Herrington & Sutcliffe LLP in Sacramento, and as an associate at Holme Roberts & Owen LLP in Denver.



**Joanne McNabb, CIPP/G**  
Chief  
California Office of Privacy Protection

Joanne McNabb is Chief of the California Office of Privacy Protection. She is a Certified Information Privacy Professional and is co-chair of the International Association of Privacy Professionals' Government Working Group. She also serves on the Privacy Advisory Committee to the U.S. Department of Homeland Security and is a Fellow of the Ponemon Institute. Before starting the Office of Privacy Protection, she served for more than 20 years in public affairs and marketing, in both the public and private sectors, including five years with an international marketing company in France.

# Speaker Biographies



## **Sonja Merold**

Chief  
Office of Examination Resources  
California Department of Consumer Affairs

As Chief of the Department of Consumer Affairs' (DCA's) Office of Examination Resources, Sonja Merold leads a team that provides psychometric expertise to DCA's boards and bureaus for examination development, occupational analysis, standard setting, program review, and evaluation for licensure examinations. She has served DCA for 22 years in various capacities, including Enforcement Program Manager, Chief of the Equal Employment Opportunity Office, and Chief of the Office of Publications, Design, & Editing Office (PDE). She is a graduate of California State University, Sacramento and has a bachelor's degree with a major in Spanish and a minor in bilingual education.



## **Sherry Mehl**

Chief  
Bureau of Automotive Repair

Sherry Mehl was appointed by Governor Schwarzenegger to serve as Chief of the Department of Consumer Affairs (DCA's) Bureau of Automotive Repair in October 2006. Prior to her appointment, she served as Chief Deputy Director for DCA. She has also served as the Executive Officer for two DCA boards under the DCA; the Board of Behavioral Sciences, and the Acupuncture Board. She is a former member of the Santa Cruz County Board of Supervisors.

**Marjorie Murray**

President and CEO  
Center for California Homeowner  
Association Law

Marjorie Murray is President and CEO of the Center for California Homeowner Association Law, a 501c3 nonprofit that she founded in 2005. The Center provides consumer and civil rights information to the estimated 9 million Californians living in the state's 45,000 common interest developments (CIDs). She has decades of experience in housing policy, public finance, and the law, both with the California Department of Housing and with Fannie Mae, where she set up FNMA's first public finance department for its Los Angeles Regional Office. She served as a legislative advocate in Sacramento, where she chairs a consumer and senior coalition that initiates and monitors CID legislation.

**Thomas Scott Nesbitt, M.D., M.P.H.**

Chief Scientist  
Center for Information Technology Research  
in the Interest of Society  
University of California, Davis

Thomas Nesbitt has served as Chief Scientist since May 2007. He also serves concurrently as Executive Associate Dean for Clinical and Administrative Affairs, a post he has held since 2005. Prior to that, he served as Associate Dean for Outreach, Graduate Medical Education and Continuing Medical Education. He was a resident at both University of Washington School of Medicine and Spokane Family Medicine. He received his degrees at the University of California, Davis. He is a member of numerous organizations and associations such as UCDHS Educational Advisory Board, the California Academy of Family Physicians Foundation Board of Trustees, and the California Telemedicine and eHealth Center.

# Speaker Biographies



## **Diane O'Connor**

Commissioner (ret.)  
San Diego Superior Court

Commissioner Dianne O'Connor, recently retired, but is currently sitting on assignment in San Diego Superior Court's, South County Division. In 1989, she was appointed as a San Diego Municipal Court Commissioner, and served in this position until her recent retirement. Prior to her appointment, she was the supervising attorney for the South Bay Criminal Defense Group. In 1988, she became assistant supervisor for the South County Public Defenders. In 1995, with the help of Judge Susan Finlay, Commissioner O'Connor created a mediation program for the Chula Vista Court.



## **Tom Papageorge**

Head Deputy District Attorney  
Los Angeles County District Attorney's Office

Tom Papageorge has supervised the Consumer Protection Division of the Los Angeles District Attorney's Office since 1984, and presently directs the Office's sections of consumer law, antitrust, environmental law, and elder abuse. He has served with the Federal Trade Commission in Los Angeles and Washington, D.C., including as Regional Director of the FTC's Los Angeles Regional Office. He has served as Associate Dean and Associate Professor of Law at the Whittier Law School, and he continues as an Adjunct Professor of Law there, teaching and writing in the areas of antitrust, consumer law, and white collar crime.

**Stanley V. Perdue**

Chief Executive Officer  
American Red Cross, Orange County Chapter

Stanley Perdue serves as CEO for the Orange County Chapter of the American Red Cross. He began his 35-year career with the Red Cross as a volunteer in North Carolina, Oklahoma, and Virginia. He was deployed to Saudi Arabia, Kuwait and Iraq to manage field operations during Operations Desert Shield and Desert Storm. He has been active on many community forums, boards and programs, including nonprofit agencies and governments, such as the OC Health Care Agency. He was a member of the American Society for Public Administration and served as an Executive Board Member of the Boys Scouts of America-Far East Council (Camp Zama, Japan).

**Susanne J. Phillips**

Director of Health Policy and Practice  
California Association for Nurse Practitioners

Susanne J. Phillips currently serves as Director of Health Policy and Practice for the California Association for Nurse Practitioners, where she works with contract lobbyists on sponsored and cosponsored legislation, drafts legislation, and regularly communicates with membership on government relations' activities. She also serves as Health Sciences Associate Professor in the College of Health Sciences at the University of California, Irvine. Prior to her current post, she was owner and vice president of Pacific Family Wellness Center. She also served at the Laguna Beach Community Center, Planned Parenthood of Orange County and Hoag Memorial Presbyterian Hospital in Newport Beach.

# Speaker Biographies



**Tricia Pummill**

Deputy District Attorney  
San Diego District Attorney's Office

Tricia Pummill serves as Deputy District Attorney in the San Diego District Attorney's Consumer Fraud Unit. She has been a prosecutor for 25 years, and has specialized in consumer protection cases for 21 years. She has handled criminal (misdemeanor and felony) and civil cases, enforcing the consumer laws. Many of her cases have come from boards and bureaus of the Department of Consumer Affairs and she has a strong working relationship with the Department. She has lectured at previous Department training programs about testifying in court.



**Manuel J. Ramirez, CPA, MST, DABFA**

President and CEO  
Ramirez International Financial & Accounting  
Services, Inc.

Manuel Ramirez is President and CEO of Ramirez International Financial & Accounting Services, Inc. He was appointed by Governor Schwarzenegger to the California Board of Accountancy in 2007 and is currently the Board's Chairman of the Committee on Professional Conduct. He is also the co-founder and audit committee chairman of the Santa Ana Business Bank, is co-founder and former chairman of the board of the Hispanic 100 and has served on the Board of more than two dozen non-profit organizations.

**Rigoberto Reyes**

Chief Consumer Affairs Representative  
Los Angeles Department of Consumer Affairs

Rigoberto Reyes began his career as an investigator with the Los Angeles County Department of Consumer Affairs in 1995. He currently serves as its Chief Consumer Affairs Representative. He oversees several of the Department's programs. These programs provide consumer counseling, education, and complaint investigation to more than 700,000 consumers annually in a variety of issues, including elder financial abuse, identity theft, credit disputes, unfair and deceptive business practices, false advertising, and real estate fraud. Many of his investigations have been prosecuted by local and State agencies, and several have been featured on local and national media.

**Paul Riches**

Executive Director  
Board of Behavioral Sciences  
California Department of Consumer Affairs

Paul Riches began his appointment as Executive Officer for the Board of Behavioral Sciences on November 1, 2004. Before coming to the Board, he served in numerous public sector jobs and served one stint as a lobbyist. Healthcare and professional licensing have been a focus throughout his career. He is a graduate of California State University, Fresno, where he completed his bachelor's degree in political science, and University of California at Santa Barbara, where he completed his master's degree in political science.



# Speaker Biographies



## **Mary Galvan Rosas**

Deputy Director  
Consumer and Community  
Empowerment Division  
California Department of Consumer Affairs

Mary Galvan Rosas was appointed by Governor Arnold Schwarzenegger as Deputy Director of the Department of Consumer Affairs' Consumer and Community Empowerment Division (CCED) in July 2008. Through the creation and distribution of publications and participation in community events, CCED staff empowers consumers with information and referrals they need to make good decisions, and also offer a formal complaint process and complaint mediation services. She served as a public affairs liaison for a global pharmaceutical company representing California, Texas, New Mexico, and Oklahoma prior to this appointment. She and sons Luis and Robert reside in Granada Hills, CA.



## **Robert Earl Sachs**

Chair  
Physician Assistant Committee

Robert Sachs serves as Board Chair of the Physician Assistant Committee. He has served on the Committee on since 1993 after being appointed by Governor Pete Wilson. He has served with USC Cardiothoracic Surgeons, Inc., since 1995, and has been on staff at Huntington Memorial Hospital, Methodist Hospital of Southern California, USC University Hospital, and White Memorial Medical Center, among others. He has also had numerous staff appointments, and currently serves at Preceptor Western University in the Physician Assistant Program. Past appointments include Clinical Instructor of Cardiothoracic Surgery at the Keck School of Medicine.



**Jay Sacks**

Supervising Attorney  
San Diego Superior Court

Jay Sacks has been the Small Claims Legal Advisor for the Superior Court of California, County of San Diego since 1996. He founded the San Diego Small Claims Clinic in 1990. Prior to founding the clinic, he practiced in general civil litigation. He is the current president of the California Small Claims Advisors Association and is currently serving a three-year term on the Judicial Council's Sub-Committee for Civil and Small Claims. He received his undergraduate degree in Psychology from UCLA in 1975, and his J.D. from the University of San Diego in 1979.

**Steve Saxton**

Division Chief  
Labor Market Information Division  
California Employment Development  
Department

Steve Saxton serves as Division Chief for the Labor Market Information Division (LMID) of the California Employment Development Department (EDD). He oversees the collection, analysis, and publication of a wide range of information about California's diverse labor markets. He has also served as the Chief of the Program Section in EDD's Workforce Services Division, where he was actively involved in managing the State's workforce preparation system for adults and dislocated workers, as well as California's Rapid Response and National Emergency Grant efforts. His experience affords him excellent perspective on the interrelationships and needs of the diverse players in the workforce arena.

# Speaker Biographies



## **Dan Schnur**

Director

Jesse M. Unruh Institute of Politics

Dan Schnur serves as Director of the Jesse M. Unruh Institute of Politics at the University of Southern California, where he works to motivate students to become active in the world of politics and encourages public officials to participate in the daily life of USC. His record includes work on four presidential and three gubernatorial campaigns. He served as the national Director of Communications for the 2000 presidential campaign of U.S. Senator John McCain and spent five years as chief media spokesman for California Governor Pete Wilson. In addition to his position at USC, he is an Adjunct Instructor at the University of California at Berkeley's Institute of Governmental Studies.



## **Anita L. Scuri**

Supervising Senior Staff Counsel

Legal Affairs

Department of Consumer Affairs

Anita L. Scuri serves as Supervising Senior Staff Counsel to the Department of Consumer Affairs. Her assignments include supervising the Legal Services Unit and providing advice to the Medical Board of California, State Athletic [Boxing] Commission, and Board of Pilot Commissioners for the Bays of San Francisco, San Pablo, and Suisun. Ms. Scuri specializes in state privacy and public records laws, the rulemaking process, and the Open Meetings Act. A graduate of Hastings College of the Law, she practiced general civil law prior to joining the Department of Consumer Affairs in 1978.



**Linda Shoob**

The Centre for Organization Effectiveness

Linda Shoob has twenty years' experience working in the field of human resources, training and organization development. She facilitates joint problem-solving sessions and assists in implementing interventions to enhance organizational effectiveness, and works with executive teams to enhance their strategic alignment and assists them in clarifying mission, vision, values, roles, goals, processes and infrastructures. Her clients include both public (federal, state, and local) and private sector organizations across industries such as health care, banking, manufacturing, retailing, hospitality, high technology and service providers. She holds a masters degree in Industrial/Organizational Psychology from San Diego State University.



**Keren Stashower, M.S.W.**

The Centre for Organization Effectiveness

Keren Stashower is an organization development consultant specializing in strategic organizational assessment and design of large-scale planning and change efforts. She served as the Director of Organization Effectiveness for Sharp Health-Care, where she provided services to five hospitals and three medical groups, including design of a physician/executive leadership development program, a supervisory training program and redesign of several key departments. Stashower's former clients include Sea World, the Commission for Children, Youth and Families, the County Water Authority, Children's Hospital, and the City of Encinitas. Her graduate training is in clinical and administrative social work, organizational systems, and human development.

# Speaker Biographies



## **L. Thomas Surh**

Commissioner  
Alameda Superior Court

Thomas Surh currently serves as Commissioner of the Alameda Superior Court. He sits in the Hayward branch of the Alameda Superior Court, hearing juvenile dependency, small claims and domestic violence and other civil restraining order cases. In 1997, he was hired as one of the first Family Law Facilitators for the Alameda County Superior Court, and was appointed as a Court Commissioner in 2002. He is a graduate of Boalt Hall School of Law and during the past 30 years has been a legal aid attorney, a county bar administrator and a solo practitioner in the areas of family law, immigration law, and juvenile dependency trials and appeals.



## **David Swankin**

President and CEO  
Citizen Advocacy Center

David Swankin is President and CEO of Citizen Advocacy Center and a senior partner in the law firm of Swankin & Turner. He is an attorney specializing in regulatory and administrative law, with a broad background in both government and public interest advocacy. His government career included assignments in the White House, where he was the first Executive Director of the White House Office of Consumer Affairs, and at the U.S. Department of Labor, where he was Director of the Bureau of Labor Standards and Deputy Assistant Secretary of Labor. He served as a Commissioner on the Pew Health Professions Commission from 1997–1998.

**Patrick Tami**

Board for Professional Engineers and  
Land Surveyors

Patrick Tami was appointed to the Board for Professional Engineers and Land Surveyors in 2008. He has served as vice president and senior associate of the surveying and mapping department for RBF Consulting in Sacramento since 1995. Also in 1995, he was the survey project manager for engineering firms Santina and Thompson, Geotopo, Incorporated, Grenier and Steadman and Associates. He has been a licensed land surveyor in California and is a member of the California Land Surveyors Association since 1987.

**William T. Tanner**

Supervising Attorney  
Legal Aid Society of Orange County

William T. Tanner is currently a Supervising Attorney at the Legal Aid Society of Orange County, where he oversees the Legal Resolutions Center, the Small Claims Court Advisory Program of Orange County, and the Lawyer Referral Service and aspects of I-CAN! Prior to 2000, he worked in the Litigation Unit at Legal Aid and handled a variety of civil cases, many of which involved real estate and consumer issues. Prior to that, he worked at California Rural Legal Assistance representing seniors and migrant farm workers in civil matters. He currently oversees the training of approximately thirty law students and paralegals at Legal Aid each year.

# Speaker Biographies



## **Dr. Steven Tharratt**

Director  
California Emergency Medical  
Services Authority

Dr. Steven Tharratt was appointed by Governor Schwarzenegger to serve as Director of the California Emergency Medical Services (EMS) Authority in 2008. The mission of the EMS Authority is to ensure quality patient care by administering an effective statewide system of coordinated emergency medical care, injury prevention, and disaster medical response, and for setting standards for the training and scope of practice of various levels of EMS personnel. Tharratt has served at the University of California, Davis Medical Center as professor of medicine and anesthesiology and vice chief in the division of Pulmonary/Critical Care Medicine since 2000.



## **Margarita Thompson**

Vice President, External Communications  
Health Net, Inc.

Margarita Thompson currently serves as Vice President for External Communications at Health Net, Inc., one of the nation's largest publicly traded managed health care companies. Her purview includes media relations, corporate citizenship and communicating with the public and business partners about the Fortune 200 company and the health care industry – a leading issue on the national agenda. She most recently served as Press Secretary for California Governor Arnold Schwarzenegger. As a member of the senior staff, she served as a key advisor to the Governor on media strategy, crisis and issues management and led the Administration's local, national and international press relations.



**Kristy Underwood**

Executive Officer  
Bureau of Barbering and Cosmetology

Kristy Underwood currently serves as the Executive Officer of the Bureau of Barbering and Cosmetology. She was appointed to the position by Governor Arnold Schwarzenegger on July 1, 2008. She served as the Executive Officer of the Board of Barbering and Cosmetology prior to this appointment. Underwood has served in various capacities since joining the Department of Consumer Affairs in 1994, including positions with the Board for Professional Engineers and Land Surveyors, the Hearing Aid Dispensers Bureau, and other regulatory programs. She recently graduated from the Leadership for the Government Executive Program at California State University, Sacramento.



**June Vargas**

Manager  
Office of Publications, Design & Editing  
California Department of Consumer Affairs

June Vargas leads the Department of Consumer Affairs' (DCA's) Office of Publications, Design & Editing (PDE), which has received more than 15 national, international, and state awards for design and writing, most notably for the *Consumer Connection* magazine. PDE's designers, writers, and editors produce written materials for DCA's entities and support systems and empower consumers and licensees by providing the most visually appealing, readable, up-to-date information available. Vargas has more than 15 years' experience as a professional editor, writer, and photographer and has an extensive background in graphic design and printing. Prior to DCA she served as a proofreader at the Office of State Publishing.

# Speaker Biographies



## **Nora E. Vargas**

Executive Director  
Latino Issues Forum

Nora E. Vargas is an accomplished public affairs and political management professional. She has more than fourteen years' experience working with government entities, NGO's, foundations, corporations and grassroots organizations. Most recently, she served as a political management consultant in San Diego. Her electoral accolades include the successful election of Assembly-woman Mary Salas, National City Councilman Luis Natividad, and Southwestern Community College Trustee Tere Valladolid. She received the "Women Who Make a Difference" Award in Orange County in 2004 and the John F. Kennedy Jr. award for public service by the California Democratic Party in 2005.



## **John Vertido**

Advisory Committee Member  
Bureau of Vocational Nursing and  
Psychiatric Technicians

John Vertido was appointed to the Bureau of Vocational Nursing and Psychiatric Technicians by Governor Arnold Schwarzenegger in September 2005 as a Licensed Vocational Nurse Educator. He has been a nursing instructor at Western Career College since 1996, and has also taught as a nursing instructor at Sierra College and served in the United States Army Reserve from 1980 to 2000. He is a commissioner on the Roseville Parks and Recreation Commission and a board-certified vocational nurse instructor. He is married with two children.



**Mark T. Weatherford**

Executive Officer  
California Office of Information Security  
and Privacy Protection

Mark Weatherford is an experienced information security professional whose career spans both the public and private information security sectors. Appointed by Governor Schwarzenegger to his present position as Executive Officer of the California Office of Information Security and Privacy Protection, Weatherford has broad authority over the State's information security and privacy activities. In this role, he is responsible for California state government information security and privacy program policy, standards, and procedures and also for coordinating the activities of state agency information security officers to ensure compliance.

**John E. Wilson**

Deputy District Attorney in Charge  
Consumer and Environmental Division  
San Mateo County District Attorney's Office

John E. Wilson serves as Deputy District Attorney in Charge of the Consumer and Environmental Division of the San Mateo County District Attorney's Office. He has been a prosecutor for 28 years. He is a former member of the Board of Directors of the California District Attorneys Association (CDAA). He is also the statewide Co-Chair of CDAA's Consumer Protection Committee, a member of its Legislation Committee, and an instructor at CDAA conferences for consumer protection prosecutors and investigators. He is the Chair of the Board of Trustees of the California Consumer Protection Prosecution Trust.

# Speaker Biographies



## **Charlene Zettel**

Executive Committee Member  
San Diego County Airport Authority Board

Charlene Zettel was one of the original members of the Airport Authority Board when it was created in 2003. Appointed by Governor Arnold Schwarzenegger, she served as the Director of the California Department of Consumer Affairs from March 2004 to March 2007. She was the first Republican Latina elected to the State Legislature, serving two terms in the State Assembly from 1998 to 2002. In addition to State service, she has served as a Public Interest Director of the Federal Home Loan Bank of San Francisco. She is currently a member of the Board of Directors of the San Diego and Imperial County Chapters of the Red Cross.

## Biographies and photos not present:

### **David Ball**

Marin County District Attorney's Office

### **Cynthia Banks**

Director

Los Angeles County Department of Community  
and Senior Services

### **Maria Kennedy**

Contractors State License Board

### **Mark Lopez**

Tulare County District Attorney's Office

### **Dr. Allen Martin**

Chair

Family and Consumer Sciences, California  
State University Northridge

### **Nancy McNamera**

Special Agent in Charge

Federal Bureau of Investigation

### **Adam Radinsky**

Supervising Deputy City Attorney

Santa Monica City Attorney's Office

### **Paula Rockenstein**

Santa Monica City Attorney's Office

### **Robyn Smith**

Supervising Deputy Attorney General

Attorney General's Office

### **Ann Stahl**

Federal Trade Commission

### **Tom Syta**

Regional Director

Federal Trade Commission

### **Debra Zimmerman**

Consumer Protection Attorney

Bet Tzedek Legal Services - House of Justice

# NOTES

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## Executive Office

**Carrie Lopez**

Director

**Scott Reid**

Chief Deputy Director

**Spencer Walker**

Senior Advisor to the Director

**Sarah Boire**

Special Assistant to the Director

**Patricia Harris, Deputy Director**

Board and Bureau Support

**Luis Farias, Deputy Director**

Communications

**Mary Galvan Rosas, Deputy Director**

Consumer and Community Empowerment  
Division

**Doreathea Johnson, Deputy Director**

Legal Affairs

**Laura Zuniga, Deputy Director**

Legislative and Regulatory Review

**Kitty Williamson, Deputy Director**

Office of Administrative & Support Services

**Bev Augustine, Deputy Director**

Strategic Organization, Leadership and  
Individual Development

## Divisions

**Sherrie Moffet-Bell, Manager**

Arbitration Certification Program

**Lynda Swenson, Chief**

Division of Investigation

**Walter Durette, Information Security Officer**

Information Security Office

**Cathleen Sahlman, Chief**

Internal Audit Office

**Sonja Merold, Chief**

Office of Examination Resources

**Judy Masuda, Business Service Officer**

Office of Administrative Support Services:  
Business Services Office

**Pam Wortman, Fiscal Officer**

Office of Administrative Support Services:  
Fiscal Operations

**Yolanda Alvarez, Personnel Officer**

Office of Administrative Support Services:  
Office of Human Resources

**Debra Gonzales, Chief Information Officer**

Office of Information Services

## DCA Regulatory Bodies

**Patricia Brown, Executive Officer**  
Accountancy, Board of

**Janelle Wedge, Executive Officer**  
Acupuncture Board

**Douglas R. McCauley, Executive Officer**  
Architects Board, California

**Mary Ann Aguayo, Executive Officer**  
Landscape Architects Technical Committee

**Armando Garcia, Executive Officer**  
Athletic Commission

**Sherry Mehl, Bureau Chief**  
Automotive Repair, Bureau of

**Kristy Underwood, Bureau Chief**  
Barbering and Cosmetology, Bureau of

**Paul Riches, Executive Officer**  
Behavioral Sciences, Board of

**Rick Wallinder, Bureau Chief**  
Cemetery and Funeral Bureau

**Steve Sands, Registrar**  
Contractors State License Board

**Yvonne Fenner, Executive Officer**  
Court Reporters Board of California

**Lori Hubble, Executive Officer**  
Dental Auxiliaries, Committee on

**Rick Fong, Bureau Chief**  
Electronic and Appliance Repair, Bureau of

**Cindi Christenson, Executive Officer**  
Engineers and Land Surveyors, Board  
for Professional

**Rick Rempel, Executive Officer**  
Geologists and Geophysicists, Board for

**Antonette Sorrick, Executive Officer**  
Guide Dogs for the Blind, State Board of

**Mellonie Yang, Bureau Chief**  
Hearing Aid Dispensers Bureau

**Rick Fong, Bureau Chief**  
Home Furnishings and Thermal Insulation,  
Bureau of

**Barb Johnston, Executive Officer**  
Medical Board of California

**Mellonie Yang, Bureau Chief**  
Naturopathic Medicine, Bureau of

**Heather Martin, Executive Officer**  
Occupational Therapy, California Board of

**Donald Krpan, Executive Officer**  
Osteopathic Medical Board

**Mona Maggio, Executive Officer**  
Optometry, Board of

**Virginia Herold, Executive Officer**  
Pharmacy, Board of

**Steve Hartzell, Executive Officer**  
Physical Therapy Board of California

**Elberta Portman, Executive Officer**  
Physician Assistant Committee

**Jim Rathlesberger, Executive Officer**  
Podiatric Medicine, Board of

**Mellonie Yang, Bureau Chief**  
Professional Fiduciaries Bureau

**Robert Kahane, Executive Officer**  
Psychology, Board of

**Ruth Ann Terry, Executive Officer**  
Registered Nursing, Board of

**Stephanie Nunez, Executive Officer**  
Respiratory Care Board

**Paul Johnson, Bureau Chief**  
Security and Investigative Services, Bureau of

**Annemarie Del Mugnaio, Bureau Chief**  
Speech-Language Pathology and  
Audiology Bureau

**Kelli Okuma, Executive Officer**  
Structural Pest Control Board

**Mellonie Yang, Bureau Chief**  
Telephone Medical Advices Services Bureau

**Susan Geranen, Executive Officer**  
Veterinary Medical Board

**Teresa Bello-Jones, Executive Officer**  
Vocational Nursing and Psychiatric  
Technicians Bureau

# NOTES

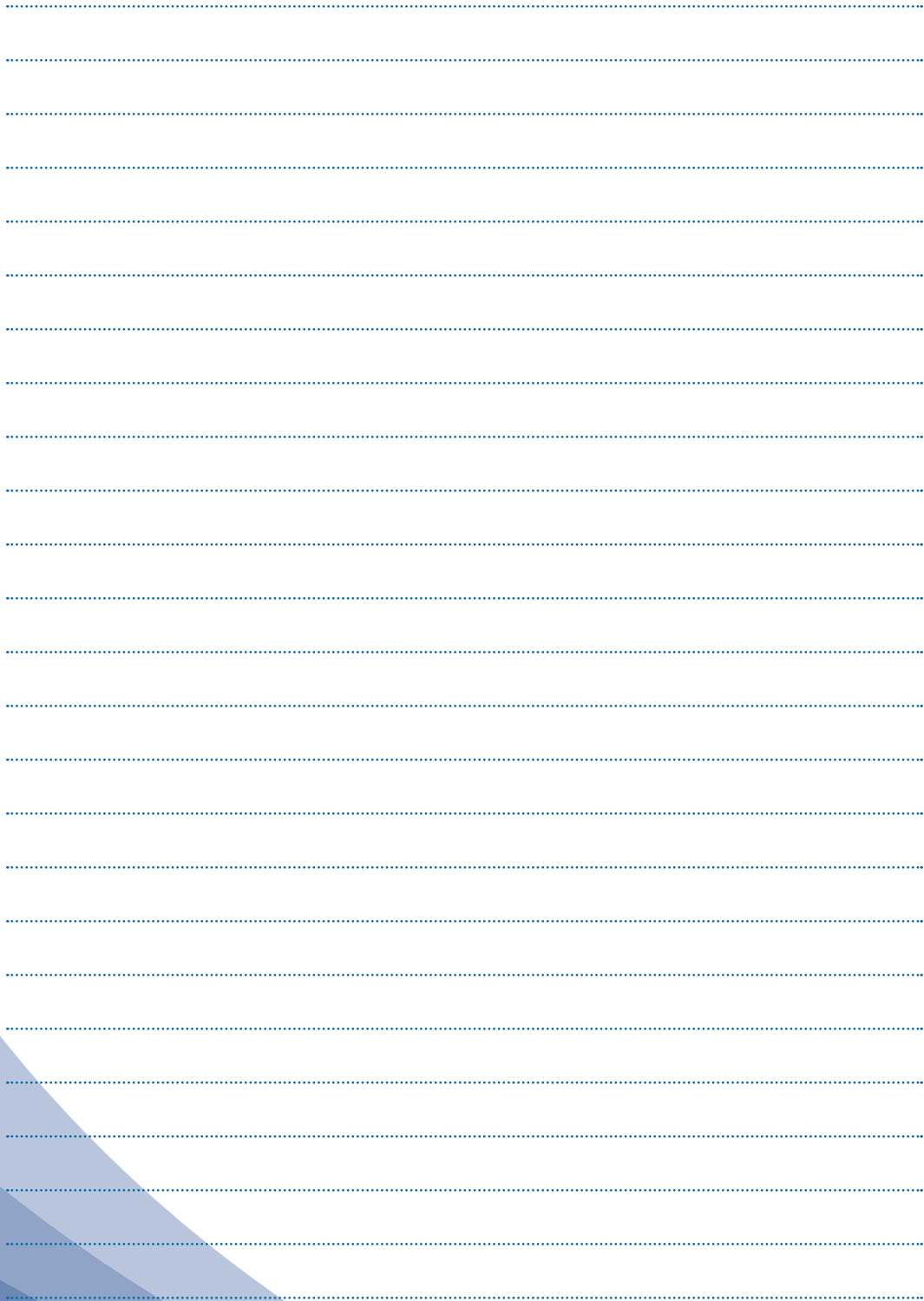
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# NOTES

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# NOTES



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# Professionals Achieving Consumer Trust





**California Department of Consumer Affairs**

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